

## HRM222 : Introduction To Hotel And Resort Operations

### General Information

Author:	<ul style="list-style-type: none"><li>Andrew Feldman</li></ul>
Course Code (CB01) :	HRM222
Course Title (CB02) :	Introduction To Hotel And Resort Operations
Department:	HRM
Proposal Start:	Summer 2025
TOP Code (CB03) :	(1307.20) Lodging Management
CIP Code:	(52.0904) Hotel/Motel Administration/Management.
SAM Code (CB09) :	Clearly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000590197
Curriculum Committee Approval Date:	09/11/2024
Board of Trustees Approval Date:	11/19/2024
Last Cyclical Review Date:	09/11/2024
Course Description and Course Note:	HRM 222 focuses on the development of the core competencies required of a hotel/resort manager in preparation for successful management careers and leadership roles in the hotel and resort industry. Students explore the following topics: front office, housekeeping, food and beverage, sales and marketing, accounting, property maintenance, human resources management and information systems.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none"><li>Credit</li></ul>
Mode of Delivery:	No value
Author:	<ul style="list-style-type: none"><li>Andrew Feldman</li></ul>
Course Family:	No value

### Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none"><li>Cullnary Art/Food Technology (Food service, meat cutting, baking, waiter/waitressing, bartending)</li></ul>
Alternate Discipline:	No value
Alternate Discipline:	No value

## Course Development

### Basic Skill Status (CB08)

Course is not a basic skills course.

Allow Students to Gain Credit by Exam/Challenge

### Course Special Class Status (CB13)

Course is not a special class.

### Pre-Collegiate Level (CB21)

Not applicable.

### Grading Basis

- Grade with Pass / No-Pass Option

### Course Support Course Status (CB26)

Course is not a support course

## General Education and C-ID

### General Education Status (CB25)

Not Applicable

### Transferability

Transferable to CSU only

### Transferability Status

Approved

C-ID	Area	Status	Approval Date	Comparable Course
HOSP (Management)	Hospitality Management	Approved	08/29/2022	HOSP 140 - Introduction to Hotel Management

## Units and Hours

### Summary

Minimum Credit Units (CB07)	3
Maximum Credit Units (CB06)	3
Total Course In-Class (Contact) Hours	54
Total Course Out-of-Class Hours	108
Total Student Learning Hours	162

### Credit / Non-Credit Options

#### Course Type (CB04)

Credit - Degree Applicable

#### Noncredit Course Category (CB22)

Credit Course.

#### Noncredit Special Characteristics

No Value

#### Course Classification Code (CB11)

Credit Course.

Variable Credit Course

#### Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience Education Status (CB10)

## Weekly Student Hours

## Course Student Hours

	<b>In Class</b>	<b>Out of Class</b>	<b>Course Duration (Weeks)</b>	18
Lecture Hours	3	6	<b>Hours per unit divisor</b>	0
Laboratory Hours	0	0	<b>Course In-Class (Contact) Hours</b>	
Studio Hours	0	0	Lecture	54
			Laboratory	0
			Studio	0
			<b>Total</b>	54
			<b>Course Out-of-Class Hours</b>	
			Lecture	108
			Laboratory	0
			Studio	0
			<b>Total</b>	108

### Time Commitment Notes for Students

No value

### Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

### Pre-requisites, Co-requisites, Anti-requisites and Advisories

No Value

### Entry Standards

Entry Standards	Description
No value	No value

## Course Limitations

Cross Listed or Equivalent Course

Description

No value

No value

## Specifications

Methods of Instruction

Methods of Instruction

Lecture

Methods of Instruction

Discussion

Methods of Instruction

Multimedia

Methods of Instruction

Field Activities (Trips)

## Out of Class Assignments

- Essays (e.g. research and summarize the relationships between the different departments in a hotel)
- Group projects (e.g. create a property development proposal for different property segments in a local area)
- Individual projects (e.g. develop marketing plans for a resort property)

Methods of Evaluation

Rationale

Exam/Quiz/Test

Quizzes

Exam/Quiz/Test

Midterm exam

Exam/Quiz/Test

Final exam

Project/Portfolio

Student group project

## Textbook Rationale

No Value

## Textbooks

Author

Title

Publisher

Date

ISBN

**Other Instructional Materials (i.e. OER, handouts)**

No Value

**Materials Fee**

No value

**Learning Outcomes and Objectives****Course Objectives**

Describe the operational tasks in a hotel front office operation.

Describe procedures performed by a housekeeping department.

Identify standard operating procedures for a food and beverage unit.

Explain the various functions of a hotel human resources department and the management and organization of teams within such a department.

List and discuss the management challenges of leading teams from within the hotel environment.

Observe and understand the unique features of the service standards applicable within a hotel or resort.

Analyze case studies and scenarios applicable to lodging operations.

Formulate solutions using analytical and critical thinking skills.

**SLOs**

**Differentiate operational procedures in each department in lodging operations.**

Expected Outcome Performance: 70.0

*ILOs*      Demonstrate depth of knowledge in a course, discipline, or vocation by applying practical knowledge, skills, abilities, theories, or methodologies to  
 Core      solve unique problems.  
 ILOs

**Identify the major challenges to the hospitality industry and provide analysis for change.**

Expected Outcome Performance: 70.0

<p><i>ILOs</i> Core <i>ILOs</i></p>	<p>Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.</p> <hr/> <p>Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.</p>
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**Identify methods to plan and evaluate lodging operations.**

Expected Outcome Performance: 70.0

<p><i>ILOs</i> Core <i>ILOs</i></p>	<p>Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.</p>
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**Explain management decisions used to project costs, room pricing, and future demand.**

Expected Outcome Performance: 70.0

<p><i>ILOs</i> Core <i>ILOs</i></p>	<p>Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.</p> <hr/> <p>Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.</p>
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## Additional SLO Information

**Does this proposal include revisions that might improve student attainment of course learning outcomes?**

No

**Is this proposal submitted in response to learning outcomes assessment data?**

No

**If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.**

No Value

**SLO Evidence**

No Value

## Course Content

### Lecture Content

#### Overview of the Hotel Business (6 hours)

- Hotel characteristics
- Types
- Trends
- Design
- Hotel structure and staff
- Hotel policy
- Hotel standard operating procedures
- The role of the General Manager
- The role of the department heads
- The role of front line personnel
- The executive committee

- Ownership
- Types of operating agreements
- Lodging
- Guest needs
- Customer satisfaction
- Total quality management
- The conference center

#### **Hotel Segmentation (4 hours)**

- Hotel operations and organizations
- Lodging operations
- Branding
- Flag dominance
- Franchising

#### **Introduction to Food and Beverage Operations (6 hours)**

- The hotel restaurant business
- Specialty/themed food
- Beverage operations
- Forces shaping food service
- Ethnic culinary influences
- Food costs
- Labor costs
- Food and beverage segments and issues
- Institutions and institutional food service
- Catering
- Outside contractors and vendors
- Profitability

#### **Hotel Front Office Operations (6 hours)**

- Guest registration
- Check-in
- Check-out
- Night audit
- Guest accounting
- Accounts payable
- Accounts receivable
- Yield management
- Guest safety and security
- Guest services and bell staff

#### **Housekeeping and Property Maintenance (6 hours)**

- Financial liability
- Inventory management
- Expense control
- Chemical/hazardous material regulations
- Guest room cleaning
- Laundry and linen
- Public area cleaning
- Deep cleaning strategies
- Preventative maintenance
- Staffing
- Selection
- Training

#### **Human Resources (HR) Department (6 hours)**

- HR planning
- Phases in staffing
- Job analysis
- Inventory
- Labor market analysis
- Hiring
- Selection
- Placement
- Interviewing
- Retention

- Training
- Orientation
- Skills training
- Team building and staff development
- Executive training/seminars
- Performance evaluations
- Compensation
- Payroll
- Benefits
- Discipline/Labor relations

**Accounting functions (6 hours)**

- Operating Departments
- Stores and concessions
- Miscellaneous income
- Security/loss prevention
- Inventory management
- Payroll taxes
- Financial statements: Structure and analysis
- Occupancy
- Average rate
- Group and transient statistics

**Marketing Plan Strategies (6 hours)**

- Fair share and market share analysis calculation
- Customer and product segments
- Market mix and demographics
- The sales office
- Structure
- Organization
- Mission
- External marketing
- Telephone sales
- Personal sales
- Advertising
- Internal marketing and sales
- Up selling
- Restaurant and lounge sales
- Banquet and meeting room sales
- Room sales
- Merchandizing

**Media Relations and Crisis Management (4 hours)**

**Information and Technology Systems (4 hours)**

- Point of sales systems
- Property management systems
- Telecommunications
- In-house voicemail
- E-mail and
- Fax transmission
- HVAC monitored environmental controls
- Video conferencing/distance learning

**Total Hours: 54**

## Additional Information

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

### GCC Major Requirements

No Value

### GCC General Education Graduation Requirements

No Value

### Repeatability

Not Repeatable

Justification (if repeatable was chosen above)

No Value

## Resources

Did you contact your departmental library liaison?

No

If yes, who is your departmental library liaison?

No Value

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

No

If yes, in what areas were these changes made:

No Value

Will any additional resources be needed for this course? (Click all that apply)

- No

If additional resources are needed, add a brief description and cost in the box provided.

No Value