



Western Technical College

10109101 Principles of Hospitality Management

Course Outcome Summary

Course Information

Description	Students will explore the origin of hospitality, its development, current scope and future trends. Students will identify the major segments within the HM industry and examine the importance of customer service. Students will explore management functions and career opportunities as well as ethics and sustainability.
Career Cluster	Hospitality and Tourism
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	54

Textbooks

Exploring the Hospitality Industry – Reveal Card. 4th Edition. Copyright 2019. Walker, John R. Publisher: Pearson. **ISBN-13:** 978-0-13-474506-0. Required.

Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Live Responsibly: Develop Resilience
3. Live Responsibly: Embrace Sustainability
4. Refine Professionalism: Act Ethically
5. Refine Professionalism: Participate Collaboratively
6. Refine Professionalism: Practice Effective Communication

Experiential Learning

1. Work Based Learning

Program Outcomes

1. Plan the operations within a hospitality organization.
2. Organize hospitality resources to achieve the goals of the organization.
3. Direct individuals and/or processes to meet organizational goals.
4. Control hospitality processes/procedures.

Course Competencies

1. Examine the hospitality industry.

Assessment Strategies

- 1.1. Written Product

Criteria

You will know you are successful when

- 1.1. you summarize the history of the hospitality industry.
- 1.2. you describe characteristics of the hospitality industry.
- 1.3. you differentiate between hospitality and tourism.
- 1.4. you explain how to achieve success in hospitality sectors.
- 1.5. you explain why diversity has a major effect on the industry.

Learning Objectives

- 1.a. Examine the history of the hospitality industry.
- 1.b. Explore the characteristics of the hospitality industry.
- 1.c. Identify the difference between hospitality and tourism.
- 1.d. Examine methods to achieve success in hospitality sectors.
- 1.e. Examine the many ways diversity affects the industry.

2. Investigate the importance of a customer service mindset.

Assessment Strategies

- 2.1. Written Product

Criteria

You will know you are successful when

- 2.1. you define customer service.
- 2.2. you summarize customer service within the hospitality industry.
- 2.3. you describe the "customer perspective".
- 2.4. you identify components of a continuous customer service improvement plan.

Learning Objectives

- 2.a. Define customer service.
- 2.b. Summarize success in customer service.
- 2.c. Define the meaning of "customer perspective".
- 2.d. Describe continuous improvement in service.

3. Explore individual hospitality sectors.

Assessment Strategies

- 3.1. Written Product

Criteria

You will know you are successful when

- 3.1. you differentiate between sectors.
- 3.2. you identify job opportunities within each segment.
- 3.3. you correlate job requirements with personal goals.
- 3.4. you identify potential (dream) job(s) within each segment of the industry.

Learning Objectives

- 3.a. Define the major sectors within the industry.

- 3.b. Identify characteristics of lodging.
- 3.c. Identify characteristics of the food and beverage sector.
- 3.d. Identify characteristics of special events, meetings and conventions.
- 3.e. Identify characteristics of gaming.
- 3.f. Identify characteristics of clubs.
- 3.g. Identify characteristics of cruising and recreation.

4. Explore management functions by industry sector.

Assessment Strategies

- 4.1. Written Product

Criteria

You will know you are successful when

- 4.1. you define the key functions of a manager.
- 4.2. you explain the different management priorities by sector.
- 4.3. you explain how management functions change by job title.

Learning Objectives

- 4.a. Define management.
- 4.b. Explore functions of management.
- 4.c. Understand different management priorities by sector.
- 4.d. Understand management function by job level.

5. Personalize career opportunities within the hospitality industry.

Assessment Strategies

- 5.1. Written Product

Criteria

You will know you are successful when

- 5.1. you summarize how this relates to your personal interests in the industry.
- 5.2. you summarize general information about your interview: who, what, when, where.
- 5.3. you summarize what you learned about the industry from the interview.
- 5.4. you summarize what you learned about the interviewee's position.

Learning Objectives

- 5.a. Explore career paths in hospitality.
- 5.b. Practice making professional industry connections.
- 5.c. Explore personal interests and values in relation to a career in hospitality.
- 5.d. Conduct an interview with an industry professional.

6. Characterize the central role of ethics in the hospitality industry.

Assessment Strategies

- 6.1. Case Study

Criteria

You will know you are successful when

- 6.1. you provide examples of ethics in hospitality.
- 6.2. you summarize ethical dilemmas in hospitality.
- 6.3. you summarize examples of how the bottom line has been influenced by ethical decisions.
- 6.4. you describe how ethical decisions have impacted a company's reputation.
- 6.5. you describe how the customer service relationship is effected by ethical decisions.

Learning Objectives

- 6.a. Define ethics in hospitality.
- 6.b. Explore ethical dilemmas in hospitality.
- 6.c. Describe the role of ethics and the bottom line.
- 6.d. Understand the relationship between ethics and company reputation.
- 6.e. Explore the role of ethics in the customer service relationship.

7. Explore the importance and benefits of team diversity.

Assessment Strategies

7.1. Written Product

Criteria

You will know you are successful when

- 7.1. you describe the importance of teams to the organization.
- 7.2. you describe the pros and cons of working in teams.
- 7.3. you explain the stages of team development.
- 7.4. you summarize the different roles people play on a team.
- 7.5. you identify the value of developing good interpersonal skills among team members.

Learning Objectives

- 7.a. Explain the stages and process of team development.
- 7.b. Explore responsibilities of team roles.
- 7.c. Cultivate good interpersonal skills among team members.
- 7.d. Identify the benefits of a diverse teams.
- 7.e. Identify the challenges of a diverse team.

8. Investigate industry trends.

Assessment Strategies

8.1. Written Product

Criteria

You will know you are successful when

- 8.1. you describe at least three major trends in the industry.
- 8.2. you describe at least two major trends within each segment.
- 8.3. you summarize sustainability practices common throughout the industry.
- 8.4. you summarize the impact of globalization has on the industry.
- 8.5. you identify specific social media tools used in the industry.
- 8.6. you describe various "green" practices in the industry.

Learning Objectives

- 8.a. Identify major trends.
- 8.b. Describe sustainability practices common throughout the industry.
- 8.c. Explore the impact of globalization throughout the industry.
- 8.d. Explore the impact of social media in the industry.
- 8.e. Describe "green" practices in the industry.