



**MERCER**  
COUNTY COMMUNITY COLLEGE

## COURSE OUTLINE

<b>Course Number</b> HOS 104	<b>Course Title</b> Hotel Management and Lodging Operations	<b>Credits</b> 3
<b>Hours:</b> Lecture/Lab/Other 3/0/0	<b>Co- or Pre-requisite</b> None	<b>Implementation Semester &amp; Year</b> Spring 2022

**Catalog description:**

Preliminary study of operations and management in the lodging industry with special emphasis on front desk operations and management, housekeeping, corporate structure, staffing, sales, security, and accounting

**General Education Category:**  
**Not GenEd**

**Course coordinator:**  
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**Required texts & Other materials:**

Hotel Operations Management 3rd Edition  
(Pearson 2017)  
Pearson Education, Inc.  
ISBN-13: 978-0134337623  
ISBN-10: 013433762

**Course Student Learning Outcomes (SLO):**

- Upon successful completion of this course the student will be able to:*** [Supports ILGs # ; PLOs
- 1. Analyze the manner hotels segment their markets in terms of sales, marketing, food and beverage as well as amenities. (ILGs # 10, 11 PLOs # 2, 3, 4 )*
  - 2. Research the differences and similarities of hotel properties and develop a comparative analysis on advantages and disadvantages of each (ILGs # 1, 4, 11, PLOs # 5, 6, 7 )*
  - 3. Identify and apply the five major accounting related tasks for which the GM is responsible (ILGs # 1, 10, 11 PLOs # 4, 6 )*
  - 4. Articulate and evaluate the main activities hotels undertake to optimize their sales and marketing effectiveness (ILGs #4, 10 , PLOs #3, 6, 7, 8,)*
  - 5. Compare and contrast franchised and management companies in terms of the skill set the General Managers must possess (ILGs # 1, 4, 10, 11 PLOs # 4, 6, 7)*
  - 6. Create an overview of the challenges that confront those who manage hotels in regional and international settings (ILGs # 1, 2, 8, 9 PLOs # 5, 7, 8)*

## **Course-specific Institutional Learning Goals (ILG):**

**Institutional Learning Goal 1. Written and Oral Communication in English.** Students will communicate effectively in both speech and writing.

**Institutional Learning Goal 2. Mathematics.** Students will use appropriate mathematical and statistical concepts and operations to interpret data and to solve problems.

**Institutional Learning Goal 4. Technology.** Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

**Institutional Learning Goal 5. Social Science.** Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.

**Institutional Learning Goal 8. Diversity and Global Perspective:** Students will understand the importance of a global perspective and culturally diverse peoples

**Institutional Learning Goal 9. Ethical Reasoning and Action.** Students will understand ethical frameworks, issues, and situations.

**Institutional Learning Goal 10. Information Literacy:** Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

**Institutional Learning Goal 11. Critical Thinking:** Students will use critical thinking skills understand, analyze, or apply information or solve problems.

## **Program Learning Outcomes for Hotel Restaurant and Institutional Management (PLO)**

1. Apply safe and sanitary practices within any food production department compliant with laws and safety regulations
2. Develop appropriate menus and recipe selections and recognize costs incurred and apply cost control techniques
3. Plan and direct service for buffets, food-related activities, or functions. Understand the purchasing and requisition process
4. Develop professional written and verbal, communication and computational skills related specifically to hospitality
5. Demonstrate principles of effective human resource management in the supervision of employees
6. Analyze computer data for information that impacts budget and income in the hospitality industry such as prime costs and yield management
7. Understand and apply cost control techniques for various hospitality operations
8. Identify and interpret the skills required in supervisory positions in various segments of hospitality

## **Units of study in detail – Unit Student Learning Outcomes:**

**Unit I**      **The Hotel Industry, Guest Service Imperatives** [Supports Course SLO # 1, 4, 6]

### **Learning Objectives**

***The student will be able to:***

- define components of the tourism industry and the lodging sector
- examine lodging industry properties and describe ownership management and organizational alternatives
- identify current lodging industry challenges and opportunities for the industry and career planning
- Explain the aspects of guest services and it's part in a hotels culture
- Discussed the need to role model and guest services and the importance of considering the needs of the guests from their own perspective
- review tactics that can help hotel managers achieve superior levels of service

**Unit II**  
5, 6]

**The Hotel Manager and General Managers as Leaders [Supports Course SLOs # 2, 3,**

**Learning Objectives**

***The student will be able to:***

- Identify the major areas of responsibility for which hotel GMs are held accountable.
- Describe the alternatives available to hospitality professionals seeking to acquire the skills needed to become effective hotel GMs.
- Recognize the key similarities that exist between the jobs of select-service and full-service hotel GMs.
- Explain how hotel GMs influence their employees' attitudes toward the organization and its guests to influence the ultimate success (or failure) of the property.
- Describe the need for hotel GMs to effectively manage during times of change.
- Discuss three important planning tools that help GMs establish an organizational culture that promotes success.
- Review procedures to ensure that the employees' initial and last experiences with the hotel reflect its organizational culture.
- Summarize information about five basic leadership tactics: decision-making, delegation, communication, motivation, and discipline and interpret examples of routine activities performed by hotel GMs.

**Unit III**

**Human Resources, Revenue Management And Sales And Marketing [Supports Course SLOs # 1, 2, 3]**

**Learning Objectives**

***The student will be able to:***

- Explain how the work of human resources specialists and their responsibilities relate to that of other hotel managers and employees.
- Describe typical responsibilities of human resource personnel and helpful operational aspects of the employment cycle.
- Analyze the role of HR in protecting the safety and health of hotel employees, improving the quality of work, and planning future staffing needs.
- Explain the procedures revenue managers use to establish the selling prices of hotel guest rooms.
- Summarize the manner in which revenue managers seek to optimize a hotel's ADR and its occupancy percentage.
- Explain the role of sales and marketing professionals in a hotel and within the hotel's market area and analyze the manner in which hotels segment their markets.
- Describe three main activities hotels currently undertake to optimize their sales and marketing effectiveness.
- Compare the purposes of two primary reports GMs use to evaluate the effectiveness of their hotels' sales and marketing efforts.

**Unit IV**  
4, 6]

**The Front Office, Housekeeping and Food And Beverage [Supports Course SLOs # 1,**

**Learning Objectives**

***The student will be able to:***

- Describe the major responsibilities of a hotel's front office. And summarize the accounting tasks completed at the front desk
- Explain the manner in which a hotel's front office manages guest reservations.

- Outline the major services provided by a hotel's front desk during guest arrival, stay, and departure.
- Review the importance of ensuring guest information and other data maintained in the front office is properly managed and kept secure.
- Explain the role of a hotel's housekeeping department and describe the staff positions that exist in a typical hotel's housekeeping department.
- Summarize the major management responsibilities for which executive housekeepers are held accountable.
- Describe how hotel food and beverage operations are organized.
- Describe three types of hotel food and beverage services: room service, banquet operations, and concierge (VIP) services.
- Discuss future hotel food and beverage-service challenges and trends.

**Unit V Property Operations / Maintenance, Safety and Security, Managing In The Global Hospitality Industry [Supports Course SLOs # 2, 5, 6]**

**Learning Objectives**

***The student will be able to:***

- Explain the primary role of a hotel's POM department and the staff positions in a typical hotel's POM department.
- List the types of maintenance a chief engineer must oversee to properly manage a hotel's POM department.
- Identify the major areas of utility management for which a hotel's POM department staff is responsible.
- Summarize the advantages to a hotel of implementing sustainable (green) practices in its operations and maintenance.
- Explain the concept of legal liability as it relates to hotel guest and employee safety.
- Identify significant safety resources available to all hotel GMs and describe the importance of effective emergency planning in a hotel.
- Summarize the ways in which OSHA affects worker safety and list significant internal and external threats to a hotel's security.
- Prepare an overview of the professional challenges that confront those who manage hotels in the international marketplace.
- Describe other factors that are integral to the success of an international hotel management assignment.
- Explain practical suggestions to best ensure a successful international hotel management assignment.

**Evaluation of student learning:**

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|------------------------------|-----|
| • Research Project           | 30% |
| • Midterm Exam               | 20% |
| • Final Exam                 | 20% |
| • Quizzes                    | 20% |
| • Attendance / Participation | 10% |