

# ***COCONINO COMMUNITY COLLEGE***

## ***COURSE OUTLINE***

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Date: October 4, 1994  
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A. Identification:

1. Subject Area: Hotel / Restaurant Management
2. Course Number: HRM 100
3. Course Title: Introduction to Hospitality
4. Credit Hours: 3
5. Catalog Description:  
History, policies, and procedures of the hospitality industry as it relates to hotel/restaurant management. Three lecture. Fall only.

B. Course Goals:

Acquire a working knowledge of policies, procedures, and the history of Hotel/Restaurant Management as it relates to problem solving, communication, reasoning, and assisting the traveling public.

C. Course Outcomes:

Students will:

1. identify and compare the past, present and future scope of the hospitality industry by segment.
2. discuss different career pathways available in the hospitality industry.
3. discuss the economic implications of globalization in the hospitality industry.
4. identify basic concepts of human resources, management, marketing, supervision and legal issues related to the hospitality industry.
5. describe the challenges of professionally managing operations within various segments of the hospitality industry including but not limited to: F&B, hotel, restaurant, and casino.
6. discuss applied social issues of ethics, law, diversity, safety, and the environment within the hospitality industry.
7. interpret the role of service in the hospitality industry.
8. describe the challenges of communication in the hospitality industry.

D. Course Content:

Will include :

1. Communication Skills and Teamwork
2. Guest Safety and Security
3. Safe and Secure Work Habits
4. Customer Service and Satisfaction
5. Sales and Marketing Objectives
6. History of the Hospitality Industry
7. History of the Traditional Jobs of the Hospitality Industry
8. Management Procedures and Responsibilities
9. Modern Industry Concerns
10. Globalization of the Hospitality Industry