

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



Master Syllabus

BSAD 206 – INTRODUCTION TO THE HOSPITALITY MANAGEMENT

Prepared By: Dr. Charles R. Fenner, PhD

**SCHOOL OF BUSINESS AND LIBERAL ARTS
BUSINESS DEPARTMENT
Spring 2019**

- A. **TITLE:** Introduction to the Hospitality Management
- B. **COURSE NUMBER:** BSAD 206
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** No
- E. **COURSE LENGTH:** 15 weeks
- F. **SEMESTER(S) OFFERED:** Fall and Spring
- G. **HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:** 3 lecture hours per week
- H. **CATALOG DESCRIPTION:**
 This course introduces students to the hospitality industry, providing a general overview of trends and issues in key industry segments such as lodging, foodservice, tourism, recreation, and attractions, and MEEC (meetings, events, exhibitions, and conventions). The course also examines career and educational opportunities in the hospitality industry and provides a foundation for higher-level hospitality courses.
- I. **PRE-REQUISITES/CO-REQUISITES:** None.
- J. **GOALS (STUDENT LEARNING OUTCOMES):**
 By the end of this course, the student will be able to:

<u>Course Objectives</u>	<u>Program SLO</u>	<u>Institutional SLO</u>
a. Describe the origins, development, size, and scope of the hospitality industry.	1. Critical Thinking and Analytic Competence.	1. Communication 2. Critical Thinking
b. Identify the general organizational structure and management of the lodging, food service, tourism, recreation, attractions, and MEEC (meetings, events, exhibitions, and conventions) sectors of the hospitality industry.	1. Critical Thinking and Analytic Competence.	2. Critical Thinking – Problem solving 5. Industry, Professional, Discipline-Specific Knowledge and Skills
c. Explain current domestic and foreign trends (including sustainable operations) within the hospitality industry and identify factors that could affect the future of the industry.	5. Global Perspective	4. Social Responsibility - Global
d. Identify and research hospitality career options and educational and training opportunities.	3. Core Business Knowledge	5. Industry, Professional, Discipline-Specific Knowledge and Skills

- K. **TEXTS AND ADDITIONAL MATERIALS:**
 Walker, J.R. (2013). *Introduction to Hospitality* (6th ed.). Upper Saddle River, NJ: Prentice-Hall.

L. **REFERENCES:**
Angelo, R. & Vladimir, A. (2011). *Hospitality today*. Orlando, FL: The Educational Institute.

M. **EQUIPMENT:** smart classroom

N. **GRADING METHOD:** A-F

N. **MEASUREMENT CRITERIA/METHODS:**

- Examinations
- Papers
- Group Exercises and Presentations

P. **DETAILED COURSE OUTLINE:**

- I. Introduction to the Hospitality Industry
 - A. Hospitality through the ages
 - B. Characteristics of the Hospitality Industry
 - C. General Trends
 - D. Career and Educational Options
- II. Lodging Sector
 - A. History of Innkeeping in the United States
 - B. An International Perspective
 - C. Lodging Classifications and Trends
 - D. Lodging Operations (e.g. reservations, guest services, housekeeping, security, revenue management)
- III. Food and Beverage Operations and Trends
 - A. Food operations
 - a. Food and Beverage Management
 - B. Catering and Banquet Management
 - C. Restaurant Operations
 - D. Room Service Management
 - E. Managed Services (e.g. airlines and airports, educational institutions, health care facilities, military, business and industry)
- IV. Tourism, Recreation, and Attractions
 - A. Commercial sites and destinations
 - B. Government-sponsored sites and destinations
 - C. Museums and Heritage Sites
 - D. Theme and Amusement Parks
 - E. Animal Attractions
 - F. Gaming and Casinos
 - G. Clubs
- V. Meetings, Events, Exhibitions, and Conventions (MEEC)
 - A. The Development, Size, and Scope of the MEEC Segment
 - B. Types of Meetings, Events, Exhibitions, and Conventions
 - a. Including Special Events:

- i. Corporate
 - ii. Association
 - iii. Charity/Fundraising
 - iv. Social
 - v. Fairs and Festivals
 - vi. Concerts
 - vii. Sporting Events (including Mega Sporting Events)
- C. Venues (including historical sites and unique locations)