

# Hospitality Management

The Hospitality Management curriculum prepares individuals to understand and apply the administrative and practical skills needed for supervisory and managerial positions in hotels, motels, resorts, inns, restaurants, institutions, and clubs.

Course work includes guest services, leadership, management, restaurant operations, lodging operations, marketing, sanitation, food preparation, food and beverage management, and other critical areas.

Graduates should qualify for management or entry-level supervisory positions in food and lodging operations, including restaurants, food service, beverage service, catering, front office, reservations, and housekeeping. Opportunities are also available in product services, technical support, and sales.

For specific information about potential positions and wages in hospitality management employment, visit the Central Piedmont Career Coach website.

## **HRM 110. Introduction to Hospitality and Tourism. 3.0 Credits.**

Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course covers the growth and progress of the hospitality industry. Topics include tourism, lodging, resorts, gaming, restaurants, foodservice and clubs. Upon completion, students should be able to demonstrate an understanding of the background, context, and career opportunities that exist within the hospitality industry.

Corequisites: Take CUL 110 CUL 111

## **HRM 120. Front Office Procedures. 3.0 Credits.**

Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course introduces a systematic approach to lodging front office procedures. Topics include reservations, registration, guest satisfaction, occupancy and revenue management, security, interdepartmental communications, and related guest services. Upon completion, students should be able to demonstrate a basic understanding of current front office operating systems, including efficient and courteous guest services.

Prerequisites: Take CUL 111, minimum grade of C

## **HRM 125. Etiquette for Hospitality. 1.0 Credit.**

Class-1.0. Clinical-0.0. Lab-0.0. Work-0.0

This course covers social skills needed to effectively interact within organizational and customer situations. Topics include general social manners, personal appearance, table manners, restaurant and meeting etiquette, and business interaction. Upon completion, students should be able to function with confidence in various social, cultural, and professional situations.

Prerequisites: Take CUL 111, minimum grade of C

## **HRM 140. Legal Issues-Hospitality. 3.0 Credits.**

Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course covers the rights and responsibilities that the law grants to or imposes upon the hospitality industry. Topics include federal and state regulations, historical and current practices, safety and security, risk management, loss prevention, relevant torts, and contracts. Upon completion, students should be able to demonstrate an understanding of the legal system and the concepts necessary to prevent or minimize organizational liability.

Prerequisites: Take CUL 111, minimum grade of C

## **HRM 150. Training for Hospitality. 3.0 Credits.**

Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course introduces techniques and methodology involved in developing training programs. Topics include job specification/description and breakdown, current and traditional training methods, coaching, evaluation, and management development. Upon completion, students should be able to produce job specifications, descriptions and breakdowns, and conduct technical training.

Prerequisites: Take CUL 111, minimum grade of C

## **HRM 210. Meetings and Event Planning. 3.0 Credits.**

Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course introduces concepts related to the planning and operation of conventions, trade shows, professional meetings, and foodservice events. Emphasis is placed on methods of marketing, selling, organizing, and producing conventions, events, and trade shows that will increase financial and environmental value. Upon completion, students should be able to demonstrate an understanding of management principles for multi-function, multi-day conferences and events.

Prerequisites: Take CUL 111, minimum grade of C

## **HRM 220. Cost Control-Food and Beverage. 3.0 Credits.**

Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course introduces controls and accounting procedures as applied to costs in the hospitality industry. Topics include reports, cost control, planning and forecasting, control systems, financial statements, operational efficiencies, labor controls and scheduling. Upon completion, students should be able to demonstrate an understanding of food, beverage, and labor cost control systems for operational troubleshooting and problem solving.

Prerequisites: Take CUL 110, minimum grade of C; Take MAT 110 MAT 121 MAT 122 MAT 143 MAT 152 MAT 171; MAT 172 MAT 223 MAT 263 MAT 271 MAT 272 MAT 273 MAT 280 or; MAT 285, minimum grade of C

## **HRM 225. Beverage Management. 3.0 Credits.**

Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course introduces the management of beverages served in hospitality operations. Topics include history and trends; service, procurement and storage; knowledge and control of wines and fermented/distilled beverages; and non-alcoholic beverages, coffees, and teas. Upon completion, students should be able to demonstrate an understanding of responsible alcohol service and the knowledge of beverages consumed in a hospitality operation.

Prerequisites: Take CUL 111, minimum grade of C

**HRM 230. Club & Resort Management. 3.0 Credits.** Class-3.0.

Clinical-0.0. Lab-0.0. Work-0.0

This course introduces specific principles of managing a hospitality operation in a resort or club setting. Topics include operational efficiencies, resort and club marketing, recreational and sport activity management, and retail management. Upon completion, students should be able to demonstrate an understanding of the specialized skills involved in resort and club management.

Prerequisites: Take CUL 111, minimum grade of C

**HRM 240. Marketing for Hospitality. 3.0 Credits.** Class-3.0. Clinical-0.0.

Lab-0.0. Work-0.0

This course covers planning, organizing, directing, and analyzing the results of marketing programs for the hospitality industry. Emphasis is placed on target marketing, marketing mix, analysis, product and image development, use of current media, sales planning, advertising, public relations, and collateral materials. Upon completion, students should be able to apply the marketing process as it relates to the hospitality industry.

Prerequisites: Take CUL 111, minimum grade of C

**HRM 245. Human Resource Management-Hospitality. 3.0 Credits.**

Class-3.0. Clinical-0.0. Lab-0.0. Work-0.0

This course introduces a systematic approach to human resource management in the hospitality industry. Topics include training/development, staffing, selection, hiring, recruitment, evaluation, benefit administration, employee relations, labor regulations/laws, discipline, motivation, productivity, shift management, contract employees and organizational culture. Upon completion, students should be able to apply human resource management skills for the hospitality industry.

Prerequisites: Take CUL 111, minimum grade of C

**HRM 275. Leadership-Hospitality. 3.0 Credits.** Class-3.0. Clinical-0.0.

Lab-0.0. Work-0.0

This course introduces leadership traits, styles, and the roles and responsibilities of successful hospitality leaders while developing the student's personal leadership skills. Topics include formal and informal hospitality leadership; defining effective and ineffective leadership behavior; and leadership organizational change and planning within the hospitality industry. Upon completion, students will be able to apply appropriate leadership actions in real-world situations ranging from local to global hospitality environments.

**HRM 280. Management Problems-Hospitality. 3.0 Credits.** Class-3.0.

Clinical-0.0. Lab-0.0. Work-0.0

This course is designed to introduce students to timely issues within the hospitality industry and is intended to move students into a managerial mindset. Emphasis is placed on problem-solving skills using currently available resources. Upon completion, students should be able to demonstrate knowledge of how hospitality management principles may be applied to real challenges facing industry managers.

Prerequisites: Take HRM 110, minimum grade of C