

HRM - HOTEL/RESTAURANT MANAGEMENT

HRM 100 Introduction to Hospitality

This course introduces students to the vast lodging and food service industry. The origins and history of the modern American hotel/motel business and the enormous growth of the food industries are presented in the context of global tourism. Supervisory duties including organizational theory, resource management of the prime cost associated with these businesses, and asset control processes are introduced. Career opportunities are examined as an essential part of the course.

Upon successful completion of this course, students should be able to:

Structure task performance in an organization within the lodging/food service industry.

Apply a basic knowledge of the vastness of the hospitality industry to personal career development.

Understand the role(s) of various operational functions.

Use the basic knowledge of record keeping and financial controls common to this industry.

Increase revenue through marketing.

Prerequisites: MAT 050 and ((ENG 050 and REA 050) or ENG 099* or REA 075). Successful Placement Test Scores may be accepted. *(Courses may be taken concurrently.)

3 Credits3 Weekly Lecture Hours

HRM 110 Food Sanitation and Safety Supervision

This is a course for food handlers and especially for supervisors employed in the retail foodservice industry.

Upon successful completion of this course, students should be able to:

Satisfactorily pass the food handlers examination administered by the college.

Identify the causes of food-borne illness.

Purchase, handle, store, prepare and serve food in accordance with generally accepted sanitation procedures.

Maintain sanitary facilities and equipment.

Prepare an Integrated Pest Management system, and develop and maintain an employee safe work environment.

Apply federal, state and local regulations/laws specific to food-service procedures.

Implement a self-inspect sanitation and safety program in a food-service operation.

Prerequisite: Successful Placement Test Scores or (ENG 050 and REA 050) or ENG 099* or REA 075 (*may be taken concurrently).

3 Credits3 Weekly Lecture Hours

3 Weekly Lab Hours

HRM 140 Tourism: Principles, Practices, Philosophies

In this course the student will acquire adequate tourism vocabulary.

Student will study the why and how of tourism as an important factor in the wealth of any nation. And in global terms, the course provides an overview of the principles, practices, and philosophies that affect the cultural, social, economic, psychological, and marketing aspects of the travel and tourism industry. Among the topics covered are: meetings and conventions, role of social media, basic tourism marketing principles including mobile/social media marketing. The student will study the history of travel, future prospects and problems in the industry, especially the need for sustainable economic development. The student will explore their personal philosophy of travel as a factor in life's enrichment and identify career opportunities in this vast industry.

Upon successful completion of this course, students should be able to:

Appreciate the importance of tourism's economic contribution.

Understand consumer travel behavior.

Achieve a personal philosophy of travel as a factor in life's enrichment.

Understand basic tourism marketing principles and applicable technology.

Apply tourism supply/demand principles as the basis for policy and planning.

Distribution of destination services with emphasis on consumer orientation.

Study the tourism policy in the Delaware Valley region.

Identify possible career opportunities in this field.

Prerequisites: MAT 050 and ((ENG 050 and REA 050) or ENG 099* or REA 075). Successful Placement Test Scores may be accepted. *(Courses may be taken concurrently.)

3 Credits3 Weekly Lecture Hours

HRM 145 Sales and Marketing in Hospitality

In this course the student will learn to explain and apply the theory of successful hospitality marketing and sales. The topics of developing hospitality marketing and sales plans will be covered. The organization of the typical sales and marketing office within the corporate and individual property will be discussed. Various personal sales techniques such as suggestive selling and upselling in the hotel/restaurant reservation and direct patron contacts will be explained. Marketing to all segments of tourism including social, education, government, fraternal, recreation and non-profit will be presented.

Upon successful completion of this course, students should be able to:

Distinguish marketing from sales.

Identify trends that affect marketing and sales in the hospitality industry.

Identify and describe the key steps of a hospitality marketing plan.

Summarize the duties and responsibilities of staff and management positions typically found in a lodging property marketing and sales operation.

Perform the five steps of a hospitality presentation sales cell.

Explain effective telephone communication, email, technology (CRS) and special social media for room and foodservice reservations.

Describe internal marketing and sales promotion.

Explain the role of hospitality advertising, public relations, and publicity.

Explain how lodging and foodservice/restaurant are meeting the current needs of business including meeting planners.

Identify considerations for marketing hospitality products and services to international travelers and other special segments such as social, education, domestic tourists, sports teams, and government travelers.

Summarize trends affecting the food and beverage industry, and describe positioning strategies and techniques for restaurant and beverage operations.

Explain how hotels market and sell to conventions, catered events and trade shows.

Prerequisite: HRM 100.

3 Credits3 Weekly Lecture Hours

HRM 155 Managing Lodging Operations

This course covers in detail the procedures of the hotel/motel front office, including the duties of the manager, desk agent, night auditor, reservations, credit and cash handling. Meaningful statistics and reports are examined. The interdepartmental roles including housekeeping, maintenance, security and other uniformed staff are discussed. The relationship between employees and guest, room design/layout and the future role of computers are presented.

Upon successful completion of this course, students should be able to:

Develop a hotel organization structure.

Use basic procedures of a room-reservation system.

Apply specific knowledge of the lodging industry to careers.

Register, sell and assign guest rooms.

Derive room-pricing strategies using various decision-making techniques.

Communicate interdepartmentally using machines, terminology, symbols and racks.

Prepare accounts and control cash using manual and machine procedures.

Use basic procedures of the night audit.

Prepare and use hotel statistical ratios.

Apply basic knowledge of the use of computers.

Prerequisite: HRM 100.

3 Credits3 Weekly Lecture Hours**HRM 162 Laws of Innkeepers**

This course is an applied approach to the legal responsibilities of the operational department heads in lodging properties and all areas of food service. Topics include room reservation contract law, torts, ADA requirements, Civil Rights legislation, tip credit reporting requirements, labor law, dram shop, PA Title 18, 47 and 36. All supervisors and department heads benefit from this practical approach to avoiding the legal problems in this industry.

Upon successful completion of this course, students should be able to:

Outline the duties the law creates to protect guests and restaurant/hotel operators.

Discuss areas where food service and lodging properties may be affected by federal, state and local regulations.

Formulate guidelines related to Civil Rights laws.

Identify specific management actions to avoid liability in areas of food and property.

Establish legal guidelines with regard to employee selection, wages and union relations.

Outline procedures to reduce crimes against the business.

Outline tests for the legality and enforceability of contract requirements in food service.

Discuss the legal aspects of lodging and food-service franchising

Prerequisite: NONE New students should complete Placement Testing prior to registration. Visiting students may submit college transcript.

3 Credits3 Weekly Lecture Hours**HRM 165 Managing Hospitality Human Resources**

This course is designed to provide students with a basic understanding of human resources in the hospitality industry including labor cost forecasting, recruitment, selection, assessment of job performance, compensation and incentive pay programs and benefit plans for both supervisors and hourly employees. Students will discuss the role of collective bargaining on the industry.

Upon successful completion of this course, students should be able to:

Describe the Equal Employment Opportunity Commission (EEOC); distinguish between EEOC laws and affirmative action.

Describe how the results of job analysis are used to job descriptions and job specifications.

Explain and apply methods for forecasting labor demand, and identify the advantages and disadvantages of internal and external recruiting.

Describe the importance of the selection process, and identify the types of selection errors and biases managers must overcome when interviewing job applicants.

Explain the purpose of an orientation program.

Identify and describe the stages of the training cycle, and explain how a training needs assessment is developed and conducted.

Describe the functions of performance appraisals.

Describe types of compensation, and outline the major influences on compensation plans.

Outline the steps and identify options for establishing pay structures and identify the characteristics and advantages of effective incentive programs.

Describe the impact of the various Civil Rights laws on the industry.

Describe four general categories of employees' benefits and several factors to consider when developing benefit plans.

Outline the reasons employees join unions.

Identify mandatory, voluntary, and illegal collective bargaining issues.

Describe how management should prepare for collective bargaining.

Explain the purpose of the Occupational Safety and Health Act (OSHA), and describe the enforcement of OSHA standards and requirements.

Describe the hospitality industry's turnover problem, demonstrates how to calculate turnover rates, and identify the costs, causes and impact of turnover.

Prerequisite: HRM 100.

3 Credits3 Weekly Lecture Hours**HRM 199 Hospitality Studies Internship (3 credit)**

Internship and/or College Sponsored Experiential Learning (CSEL) provides qualified, enthusiastic students with opportunities to receive academic credit for work experience in the hospitality field. Internships and/or CSEL combine classroom theory with practical, real-world employment experiences. Students participating in this 180 experience will earn 3 college credits for this experience. NOTE To be eligible for an internship, students must: Have earned 21 or more credits at DCCC Have an overall average grade point average of 2.5 Obtain written recommendation from a DCCC instructor of Hotel and Restaurant Management or Culinary Arts Submit an updated resume and application for this course to the Office of Student Employment Services

Upon successful completion of this course, students should be able to:

Develop, observe and perform technical skills as required in the hospitality work position assigned by employer.

Develop, observe and perform interpersonal skills as required in the hospitality work position assigned by employer.

Observe and use the equipment and technology used in the hospitality work position assigned by employer.

Submit written reports and/or journals as required by the Office of Student Employment Services and supervising faculty.

Prerequisite: HRM 105.

3 Credits3 Weekly Lecture Hours

HRM 253 Restaurant Management

The procedures, practices and methods of food service operational management are presented in detail. The following topics are discussed: menu planning, pricing, merchandising, food purchasing, receiving, storage, issuing, inventory and controls. Kitchen supervision and design (workflow); employee training, labor cost/payroll analysis are topics of discussion.

Upon successful completion of this course, students should be able to:

Apply organizational theory to the practical performance of management functions.

Use internal operational controls.

Plan and design a menu.

Purchase, receive, store and issue food.

Design and lay out the operational areas.

Deliver prepared foods to consumers.

Perform administrative tasks with regard to personnel.

Promote and merchandise products and services of a food-service operation.

Prerequisite: HRM 100.

3 Credits3 Weekly Lecture Hours

HRM 254 Catering & Event Planning

This course emphasizes the use of standardized recipes, work improvement techniques, menu pre-costing/pricing in the planning of quantity foodservice operations. Discussions include catering, on/off premise event planning, sales and marketing practices and operational reports/record keeping. Students will plan a quantity food event.

Upon successful completion of this course, students should be able to:

Use formulas in determining food yields and perform recipe conversions for large groups.

Eliminate unnecessary work in a quantity food situation through the use of continuous process improvement.

Use banquet/catering management practices, policies and procedures as they relate to planning, organizing, staffing and controlling a large party/event.

Explore the current computer software designed for catering management.

Plan and cost a special event for a large event with meal.

Prerequisite: HRM 100.

3 Credits3 Weekly Lecture Hours

HRM 255 Beverage Management

This is a course for those wishing to learn how to operate a beverage outlet and serve controlled beverages responsibly. This is not a bartending course. The course includes restaurant bar operations, hotel room beverage service, catering bar systems and beer distributors. The federal standards of identity under USCA 27 and Pennsylvania Law Title 47 and any appropriate criminal codes will be presented.

Upon successful completion of this course, students should be able to:

Make personal choices in career development and business decisions with regard to beverage management.

Structure task performance within a beverage operation.

Purchase, receive, store and issue beverages in accordance with generally accepted procedures.

Properly use equipment, tools and terminology specific to beverage operations.

Demonstrate the basic practices of mixology.

Apply merchandising techniques within an overall marketing strategy of a beverage operation.

Gather and apply information for internal control and operational decision making.

Discuss third-party liability as affected by the environment of a beverage operation.

Apply federal, state and local regulations/laws specific to beverage commerce.

Prerequisite: HRM 100.

3 Credits3 Weekly Lecture Hours