

HCTM 122 - Principles of Hotel Administration Course Outline

Approval Date: 12/12/2019

Effective Date: 08/14/2020

SECTION A

Unique ID Number CCC000502870

Discipline(s) Hotel and Motel Services

Division Career Education and Workforce Development

Subject Area Hospitality, Culinary & Tourism Management

Subject Code HCTM

Course Number 122

Course Title Principles of Hotel Administration

TOP Code/SAM Code 1307.00 - Hospitality Administration/Management,
General* / C - Occupational

**Rationale for adding this course
to the curriculum** Change to HCTM. Update SLO

Units 3

Cross List N/A

Typical Course Weeks 18

Total Instructional Hours

SECTION B

General Education Information:

SECTION C

Course Description

Repeatability May be repeated 0 times

Catalog Description Principles of Hotel Administration will provide a history and structure of the lodging industry. Students will be introduced to the fundamentals of managing and effectively supervising lodging and hotel operations.

Schedule Description

SECTION D

Condition on Enrollment

1a. **Prerequisite(s):** *None*

1b. **Corequisite(s):** *None*

1c. **Recommended:** *None*

1d. **Limitation on Enrollment:** *None*

SECTION E

Course Outline Information

1. Student Learning Outcomes:

- A. Understand the characteristics of the lodging industry.
- B. Demonstrated understanding of front office operations, human resources, hotel budgeting, hotel marketing and sales, and general management duties in a hotel operation.

2. Course Objectives: Upon completion of this course, the student will be able to:

- A. Recognize the history and structure of the lodging industry.
- B. Describe the different characteristics of the lodging industry.
- C. Identify the skills required for a general manager and demonstrate behaviors consistent with a successful manager.
- D. Discuss front office operations including the front desk, reservations, housekeeping, communication, and concierge.
- E. Differentiate traditional and contemporary approaches for hotel human resources practices.
- F. Review legal aspects of human resources.
- G. Review the significant roles of a human resources department: recruitment, selection, orientation, training, performance evaluation, compensation, and related programs.
- H. Explore the budgeting process, including long-range budgets, annual budgets, and monthly budgets. Explain how to develop and maintain internal control systems.
- I. Identify the roles of internal audits and external audits.
- J. Learn the important roles and functions of a hotel revenue manager.
- K. Understand the importance of accurate forecasting when managing occupancy and Average Daily Rate (ADR). Describe the basic purpose of yield management strategies.
- L. Define marketing and sales, and distinguish activities between marketing and sales efforts.
- M. Describe the key features and functions of the hotel's property management system (PMS).

- N. Explore the basics of food and beverage operations from the perspective of the general manager by discussing similarities and differences between hotel and restaurant food services.
- O. Discuss the important roles of a chief engineer and maintenance assistant in managing an effective Engineering & Maintenance (E&M) department.
- P. Explain how to design, implement, and monitor a security program.
- Q. Discuss the importance of communication in the successful operation of a hotel functioning in the global economy.
- R.

3. Course Content

- A. History of the Lodging Industry
 - a. The history and structure of the lodging industry.
 - b. Different characteristics of the lodging industry.
 - c. General manager skill sets.
- B. Front Office Operations
 - a. Front desk, reservations, and housekeeping.
 - b. Communication and concierge.
- C. Human Resources
 - a. Approaches for hotel human resources practices.
 - b. Review legal aspects of human resources.
 - c. Human resources department: recruitment, selection, orientation, training, performance evaluation, compensation, and related programs.
- D. Hotel Budgeting
 - a. Long-range budgets, annual budgets, monthly budgets and internal control systems.
 - b. The roles of internal audits and external audits.
 - c. The roles and functions of a hotel revenue manager.
 - d. Managing occupancy and Average Daily Rate (ADR) and the basic purpose of yield management strategies.
- E. Hotel Marketing & Sales
 - a. Hotel marketing and sales.
 - b. The key features

