

**Course Outline**  
**HRMT 101**  
**Introduction to Hospitality Management**  
**3 credits**

**The Community College of Baltimore County**

**I. General Course Description**

Introduction to Hospitality Management

Provides an understanding of the scope and complexity of the hospitality industry; introduces key hospitality management definitions, the opportunities available, and the training necessary to achieve a successful hospitality management career.

**II. General Course Objectives**

When the student completes the course, he/she will be able to:

- A. Define in writing value-added services and explains the importance of this concept to the hospitality industry.
- B. Define Management and explain the role of managers in the hospitality industry.
- C. Explain the forces for growth and change in the hospitality industry, and analyzes the factors that impacted this industry.
- D. Analyze the various career segments in the hospitality industry and determine what segment would interest the student.
- E. Understand the role competition plays in the business environment and be able to describe in writing how this impacts management decision-making.
- F. Define the functions of management and describe they apply to the hospitality operation.
- G. Explain the importance of Tourism to a local economy and region and be able to analyze tourism data.
- H. Analyze the economic significance of Tourism and explain the growth in local destination markets.
- I. Identify the businesses that serve the traveler.
- J. Understand the scope of the restaurant operation.
- K. Compare and contrast institutional and commercial food service operation.
- L. Understand the role and functions of a contract management company.

**III. Major Topics**

- A. Perspectives on careers in hospitality
- B. Forces for growth and change in the hospitality industry
- C. The food service industry
- D. The restaurant business
- E. The lodging industry
- F. Travel, tourism and the hospitality industry

- G. The New hospitality manager
- H. Future trends in the hospitality industry

#### **IV. Course Requirements**

Specific assignments and procedures for evaluating student performance in this Course will be described in the individual class syllabus. However, all students Will:

- A. Participate actively in class activities.
- B. Respond to required reading and homework assignments, some of which will include sample reports from industry.
- C. Successfully complete a minimum of two exams that demonstrate a mastery of the major concepts in the course.
- D. Present/participate in individual or group presentations.
- E. Attend field trips to hospitality industry businesses and actively participate in management shadowing secessions.