NORMANDALE
COMMUNITY COLLEGE

Common Course Outline for:
Hospitality Management (HSMA 1103-10)
Business Management (BUSN 1157-10)
"Introduction to Hospitality & Tourism Management"

A. Course Description
1. Number of credits: 4 credits
2. Lecture hours per week: 4 hours
   Lab hours per week: None
3. Prerequisites: None
4. Co-requisites: None
5. MnTC Goals: None

This introduction course gives students an overview of the different sectors of the hospitality & tourism industry. In addition, the course will discuss the leadership skills needed to manage the operations, human resources, and guest experiences of hospitality and tourism businesses.

B. Date last reviewed: May 2016

C. Outline of Major Content Areas
1. Historical development of the hospitality and tourism industry.
2. Creating an experience-based business.
3. Managing vs. leading in the hospitality and tourism industry.
4. Sustainability in the hospitality and tourism industry.
5. Characteristics of the hospitality and tourism industry.
6. Challenges in managing and leading hospitality and tourism businesses.
7. Sectors of the tourism industry.
   a. Transportation
   b. Attractions
   c. Food and beverage
   d. Accommodations
   e. Assembly and events
8. The future of the hospitality and industry.

D. Course Learning Outcomes
Upon successful completion of the course, the student will be able to:
1. Explain the size and scope of the hospitality and tourism industry.
2. Describe the forces for growth and change in the hospitality and tourism industry.
3. Explain the sectors of tourism and the importance of the interrelationships between businesses.

4. Discuss the competencies needed to be an effective hospitality and tourism leader.
5. Explain the challenges in managing hospitality and tourism businesses.
6. Identify potential career paths in the hospitality and tourism industry.
7. Develop an understanding of sustainability in the hospitality and tourism industry.

E. Methods for Assessing Student Learning
The instructor will choose from a combination of evaluation procedures including exams, quizzes, project-based learning, case studies, etc.

F. Special Information None