

Northwest Indian College
2522 Kwina Road
Bellingham WA 98226

HRCM 101: Introduction to Hospitality Management (5CR) **Hybrid Course: Online/ITV Modalities**

This document provides an overview of the course foundation, elements, assignments, schedules, and activities. For more information about general Northwest Indian College policies, please see the Northwest Indian College catalog. For questions pertaining to this course, please contact the teacher via the information provided below.

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Office & Individual Conference Hours: Winter Quarter 2013

Monday	Noon to 4PM
Tuesday	Noon to 4PM
Wednesday	Noon to 4PM
Thursday	Noon to 4PM
Friday	By appointment only

Optional Text:

Introduction to Hospitality Management:

eText:

ISBN-10 0-13-297356-1, ISBN-13 978-0-13-297356-4

Print:

ISBN-10 0-13-295994-1, ISBN-13 978-0-13-295994-0

Author(s): John R. Walker

Publisher: Prentice Hall

Copyright year: © 2013 Pages: 720

Course and Text Description:

The *Introduction to Hospitality* focuses on hospitality operations while offering a broad, comprehensive foundation of current knowledge about the world's largest industry. Students are invited to explore this industry's unique enthusiasm and passion. The text is organized into five sections: the hospitality industry and tourism; lodging; restaurants, managed services, and beverages; recreation, theme parks, clubs, and gaming entertainment; and assemblies and event management. Each section of the text includes insight from industry professionals, contains up-to-date information on career opportunities, and includes many examples illuminating current industry trends and realities. Extensively revised and updated, this edition contains new photos, new page layouts, and new coverage on topics ranging from sustainability to globalization. Modules will also include research assignments during the quarter.

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Northwest Indian College Outcome:

NWIC has articulated six competencies in the first phase of its assessment efforts. These competencies are under continual review and updating and other competencies will be articulated as needed. Students who complete a program of study at NWIC will have a solid foundation in the areas listed below. Each of these competencies has the following specific outcomes that will be assessed throughout the students' program. Rubrics for each competency have links below.

1. [Cultural](#): Students will demonstrate an understanding of...
 - sense of place.
 - what it is to be a people.
2. [Written communication skills](#): Students will be able to...
 - write standard English.
 - write in a variety of text forms using various credible sources.
3. [Oral communication skills](#): Students will be able to...
 - apply effective presentation skills.
 - apply interpersonal communication skills.
4. [Computer skills](#): Students will be able to...
 - use word processing software for communication.
 - use spreadsheet software for communication, computation and graphic data representation.
 - use presentation software for communication.
 - use the Internet for research.
 - use E-mail for communication.
 - use electronic library resources
5. [Quantitative skills](#): Students will be able to...
 - propose solutions to and solve real-world problems by applying the correct numerical data.
 - use analytical and critical thinking skills to draw and interpret conclusions.
6. [Reading skills](#): Students will be able to...
 - comprehend readings.
 - extend their own vocabulary through reading.

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Course Outcomes:

Upon the successful completion of this course, you will be able to:

1. Discuss the differences between hospitality and travel and tourism.
2. Discuss why service has become such an important facet of the hospitality industry.
3. Describe property management systems and discuss yield management.
4. Discuss trends and operational processes that have emerged the last decade in hospitality.
5. Draw an organizational chart of the rooms division of a hotel and identify the executive committee members.

Supplemental Learning Objectives:

Upon the successful completion of this course you should be able to:

1. Discuss impacts of diversification and development of a Tribal Hospitality/Casino Enterprise.
2. Discuss the underlying causes of different impacts and to provide an appreciation of the policy issues related to government support for the expansion of commercial gaming.
3. Classify hotels by type, location, and price.
4. List the classifications of restaurants.
5. Outline back- of- the- house operations.
6. Name the key restaurant operating ratios.

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Recommended Supplementary Resources:

As a Northwest Indian College student, you have access to library resources regardless of where you are taking this class. For this class, it would be to your benefit to take advantage of this resource for research purposes.

The Lummi Reservation Library System (LRLS) provides distance library services via its homepage on the Internet. The library is a member of the Washington Library Network (WLN), which provides access to interlibrary loans for participating libraries in the Western United States. Current holdings exceed 30,000 volumes (including 2,800 Native American titles), 85 magazine titles (25 are Native American), and over 500 videos.

<http://www.proquest.com>

Directions: click on “connect to proquest in the middle of the screen”. The remote user ID is “O3CG4N6BDB”. The password is “welcome”. If you need additional assistance please contact (888) 676-2772, ext. 4214.

Overview of Course Activities and Grading:

The grade you receive for the course will be derived using the Northwest Indian College’s grading system, based on the following:

Course Grade / Weight Components

2 Unit Exams (Mid Term & Final)	40%
Scheduled Online Quizzes	10%
Class Attendance	10%
Participation (Forums, Discussions, Assignments, Chats)	10%
Online Presence	<u>30%</u>
 TOTAL	 100%

Unit Exams:

Each exam will have approximately 25 questions. The questions on the exams will be essay/short answer, fill in the blank, or multiple-choice. Each exam will be scored on a 100 point scale. The information in each test will come from the previously covered chapters.

Weekly Quizzes:

Quizzes will be given each week in which there is no exam. The purpose of the quizzes is to ensure students are regularly keeping up with the course readings and other assignments. The quizzes will consist of approximately 5 questions in a similar format to the unit exams.

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Assignments:

Assignments are short reading/research exercises that require the student to apply concepts learned in class to a particular real world situation. Each assignment will include written and/or verbal response(s) to discussion topic(s).

Class Participation:

Class participation is based upon students' preparedness for class, verbal and written participation in class, tele-conferences and attendance. **The use of cell phones and other electronic devices is prohibited while class is in session. Turn them off and put them away please.**

Students who have a valid issue that prevents them from attending class need to notify me prior to the start of that class either via telephone or email. Each situation will be evaluated separately to determine if it is an excused/unexcused absence. Also, remember that financial aid is dependent on your class attendance. Regardless of your participation grade, please do your best to attend every class. Learning is a cumulative process and we will build on material covered in previous class sessions. I'll do my best to keep it relevant, fun, and interesting.

Grading Scale:

The following is the grading scale for this course.

	A = 93% - 100%	A- = 90% - 92%
B+ = 88% - 89%	B = 83% - 87%	B- = 80% - 82%
C+ = 78% - 79%	C = 73% - 77%	C- = 70% - 72%
D+ = 68% - 69%	D = 63% - 67%	D- = 60% - 62%

Course Schedule: Adhere to Moodle Schedule

The course schedule for HRCM 101 for Winter Quarter 2013 is located within the Moodle Online Classroom site under the Course number designated within the syllabus. The timeline of the scheduled modules and may be changed as the quarter proceeds. Adhere to the Moodle schedule posted for each week in the course. The teacher will provide sufficient notice to students if changes are necessary.