



# Broward Community College

## Course Outline

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STATUS:   A  

COMMON COURSE NUMBER:   HFT 2250  

COURSE TITLE:   Hotel Management  

CREDIT HOURS:           3          

**CONTACT HOURS BREAKDOWN:**

Lecture/Discussion           48          

Lab   

Other   

Contact Hours/Week           3          

**CATALOG COURSE DESCRIPTION:**

Prerequisite:   None

Co requisite:   None

This course provides a study of the growth and progress of the hotel industry and how hotels are developed, organized, financed and operated.

General Education Requirements - Associate of Arts Degree, meets Area(s):

General Education Requirements - Associate in Science Degree, meets Area(s):

**UNIT TITLES:**

1. Hotel and Motel Development
2. Hotel Management
3. Hotel Operations
4. Hotel Accounting and Control

## **I. Course Overview:**

Upon successful completion of this course, the students should be able to perceive hotel and motel operations as a major industry and identify the actions and policies necessary to operate profitably; describe the management functions and procedures required to achieve quality service and customer satisfaction; describe departmental operations and structure from a theoretical, technical, and practical point of view; and describe the research, planning, and organizational steps necessary to develop a successful hotel.

## **II. Units:**

### **Unit 1. Hotel and Motel Development**

#### General Outcome:

- 1.0 The students should be able to describe hotel development as part of the hospitality industry.

#### Specific Learning Outcomes:

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

- 1.1 Trace the development of the hospitality industry and, as an integral part, the hotel industry.
- 1.2 Identify types and classes of hotels.
- 1.3 Identify and describe corporate structures and concepts of operation.
- 1.4 Describe the preparation of a feasibility study, estimate the costs of a new project, and identify sources of financing.

## Unit 2. Hotel Management

### General Outcome:

- 2.0 The students should be able to define the duties of the general manager and the role of a top management team in formulating operating policy.

### Specific Learning Outcomes:

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

- 2.1 Define the duties of the general manager, chain of command, and the interdependence of the staff and the cooperation needed for the efficient and successful operation of a hotel.
- 2.2 Describe how a human resources department administers, interprets, and implements personnel policies.

### Unit 3. Hotel Operations

#### General Outcome:

3.0 The students should be able to describe the functions of hotel departments and the importance of interdepartmental cooperation and communication.

#### Specific Learning Outcomes:

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

3.1 Describe the functions of the rooms department.

3.2 Describe the principal functions of hotel reservation systems in providing the maximum number of reservations at a minimum of cost.

3.3 Describe how the food and beverage department can influence the results of the rooms operation.

3.4 Identify the importance of energy conservation on the overall profitability of hotel operations.

3.5 Describe the need for and identify sources of additional profit centers.

## Unit 4. Hotel Accounting and Control

### General Outcome:

4.0 The students should be able to describe the Uniform System of Accounts and the formal accounting structure established for departments.

### Specific Learning Outcomes:

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

- 4.1 Define the expenses that must be charged against each department.
- 4.2 Describe the budgeting process and how income and expense projections can be used by management to plan, control, and shape future operating policies.
- 4.3 Identify the elements of proper credit management.
- 4.4 Apply certain key ratios and percentages that are significant in measuring the performance of a hotel's management.

**Special Student Projects:**

1. Prepare an oral and verbal presentation describing
  - a. the organizational structure of an assigned hotel;
  - b. all activities involved in the hotel's career development program.