

## OUTCOMES BASED LEARNING MATRIX

**Course: BUSN103 Introduction to Hospitality Management**

**Department: Business Administration**

This course introduces students to the complex field of hospitality management. Fundamentals of hotel and restaurant management are discussed: techniques of personnel management, methods of operation, and problems encountered in the industry. Uses case studies and problem-solving exercises to illustrate problems encountered in the field of hospitality. Prerequisites: ENGL092 Preparing for College Reading II and ENGL099 Introductory Writing; waiver by placement testing results; or departmental approval.

Core Competencies for outcomes activities and assessment tools: Written Communication (WC); Quantitative Literacy (QL); Oral Communications (OC); Information Literacy (IL); Critical and Creative Thinking (CCT); Civic Engagement (CE); Integrative Learning (IG); Global Learning (GL).

<b>COURSE OUTCOMES</b>	<b>OUTCOMES ACTIVITIES</b>	<b>ASSESSMENT TOOLS</b>
<p>Upon completion of course, student will be competent in the following areas:</p> <ul style="list-style-type: none"> <li>• To introduce the Hospitality Industry as a single interrelated industry encompassing restaurants, hotels, motels, catering, event planning, travel and tourism, and many others.</li> <li>• Emphasize problem solving tools</li> <li>• Focus on industry wide trends</li> <li>• To guide in career direction</li> </ul>	<p>Each week, the following activities will be applied in to each of the classes.</p> <ol style="list-style-type: none"> <li>1. Reading assignment will be due for specific Chapters in their Introduction to management in the Hospitality Industry. (IL, OC QL, GL)</li> <li>2. Weekly lecture and discussions of hospitality topics and trends (CCT, IL, OC, GL)</li> <li>3. Student will be assigned various questions and case studies to be discussed in class (CCT, IL, QL, GL, IG)</li> <li>4. Student will become aware of hospitality trends through videos, power point presentations and various handouts. (CCT, IL, OC, QL, WC, GL, IG)</li> </ol>	<ol style="list-style-type: none"> <li>1. Students will be tested weekly on specific front of the hospitality management procedures and skills. (WC, GL, IL, CCT)</li> <li>2. Students will be critiqued in the following areas.               <ol style="list-style-type: none"> <li>1. Exams</li> <li>2. Homework and Assignments</li> <li>3. Attendance and participation</li> <li>4. Final Exam (WC, GL, IL, CCT)</li> </ol> </li> </ol>