



## HCTM 122 - Principles of Hotel Administration Course Outline

Approval Date: 12/12/2019

Effective Date: 08/14/2020

### SECTION A

**Unique ID Number** CCC000502870

**Discipline(s)** Hotel and Motel Services

**Division** Career Education and Workforce Development

**Subject Area** Hospitality, Culinary & Tourism Management

**Subject Code** HCTM

**Course Number** 122

**Course Title** Principles of Hotel Administration

**TOP Code/SAM Code** 1307.00 - Hospitality Administration/Management,  
General\* / C - Occupational

**Rationale for adding this course  
to the curriculum** Change to HCTM. Update SLO

**Units** 3

**Cross List** N/A

**Typical Course Weeks** 18

**Total Instructional Hours**

#### Contact Hours

**Lecture** 54.00

**Lab** 0.00

**Activity** 0.00

**Work Experience** 0.00

**Outside of Class Hours** 108.00

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**Total Contact Hours** 54

**Total Student Hours** 162

**Open Entry/Open Exit** No

**Maximum Enrollment**

**Grading Option** Letter Grade or P/NP

**Distance Education Mode of** On-Campus

**Instruction** Hybrid

Entirely Online

## SECTION B

### General Education Information:

## SECTION C

### Course Description

**Repeatability** May be repeated 0 times

**Catalog Description** Principles of Hotel Administration will provide a history and structure of the lodging industry. Students will be introduced to the fundamentals of managing and effectively supervising lodging and hotel operations.

### Schedule Description

## SECTION D

### Condition on Enrollment

1a. **Prerequisite(s):** *None*

1b. **Corequisite(s):** *None*

1c. **Recommended:** *None*

1d. **Limitation on Enrollment:** *None*

## SECTION E

### Course Outline Information

#### 1. Student Learning Outcomes:

- A. Understand the characteristics of the lodging industry.
- B. Demonstrated understanding of front office operations, human resources, hotel budgeting, hotel marketing and sales, and general management duties in a hotel operation.

#### 2. Course Objectives: Upon completion of this course, the student will be able to:

- A. Recognize the history and structure of the lodging industry.
- B. Describe the different characteristics of the lodging industry.
- C. Identify the skills required for a general manager and demonstrate behaviors consistent with a successful manager.
- D. Discuss front office operations including the front desk, reservations, housekeeping, communication, and concierge.
- E. Differentiate traditional and contemporary approaches for hotel human resources practices.
- F. Review legal aspects of human resources.
- G. Review the significant roles of a human resources department: recruitment, selection, orientation, training, performance evaluation, compensation, and related programs.
- H. Explore the budgeting process, including long-range budgets, annual budgets, and monthly budgets. Explain how to develop and maintain internal control systems.
- I. Identify the roles of internal audits and external audits.
- J. Learn the important roles and functions of a hotel revenue manager.
- K. Understand the importance of accurate forecasting when managing occupancy and Average Daily Rate (ADR). Describe the basic purpose of yield management strategies.
- L. Define marketing and sales, and distinguish activities between marketing and sales efforts.
- M. Describe the key features and functions of the hotel's property management system (PMS).

- N. Explore the basics of food and beverage operations from the perspective of the general manager by discussing similarities and differences between hotel and restaurant food services.
- O. Discuss the important roles of a chief engineer and maintenance assistant in managing an effective Engineering & Maintenance (E&M) department.
- P. Explain how to design, implement, and monitor a security program.
- Q. Discuss the importance of communication in the successful operation of a hotel functioning in the global economy.
- R.

### 3. Course Content

- A. History of the Lodging Industry
  - a. The history and structure of the lodging industry.
  - b. Different characteristics of the lodging industry.
  - c. General manager skill sets.
- B. Front Office Operations
  - a. Front desk, reservations, and housekeeping.
  - b. Communication and concierge.
- C. Human Resources
  - a. Approaches for hotel human resources practices.
  - b. Review legal aspects of human resources.
  - c. Human resources department: recruitment, selection, orientation, training, performance evaluation, compensation, and related programs.
- D. Hotel Budgeting
  - a. Long-range budgets, annual budgets, monthly budgets and internal control systems.
  - b. The roles of internal audits and external audits.
  - c. The roles and functions of a hotel revenue manager.
  - d. Managing occupancy and Average Daily Rate (ADR) and the basic purpose of yield management strategies.
- E. Hotel Marketing & Sales
  - a. Hotel marketing and sales.
  - b. The key features and functions of the hotel's property management system (PMS).
- F. General Management Duties
  - a. The basics of food and beverage operations from the perspective of the general manager.
  - b. The roles of a chief engineer and maintenance assistant in managing an effective engineering and maintenance (E&M) department.
  - c. The design, implementation, and monitoring of a security program.
  - d. The importance of communication in the successful operation of a hotel functioning in the global economy.
  - e.

### 4. Methods of Instruction:

**Discussion:**

**Projects:** Hotel Management Simulation Project

**Online Adaptation:** Activity, Directed Study, Discussion, Lecture

**4. Methods of Evaluation:** Describe the general types of evaluations for this course and provide at least two, specific examples.

**Typical classroom assessment techniques**

Exams/Tests --  
Projects -- Hotel Management Simulation Project  
Home Work --  
Final Exam --

**Additional assessment information:**

Completion of all assigned homework and chapter tests, including material covered in lectures, and guest speakers. The midterm and final exam tests will be in the form of objective, true/false, multiple choice, and short-essay questions.

For example, survey a local hotel front desk manager and write a 2-3 page paper on "How to Handle a Difficult Customer."

For example, dine at a local restaurant in a hotel and write a 1-2 page paper on the level of customer service you received while dining.

Letter Grade or P/NP

**5. Assignments:** State the general types of assignments for this course under the following categories and provide at least two specific examples for each section.

**A. Reading Assignments**

Selected readings from the textbook, periodicals, library collections, trade publications, trade associations, and handouts furnished by guest lecturers.

For example, read Chapter 1 on "How to Answer the Telephone Politely" and be ready to discuss in class.

For example, read Chapter 2 on "How to Handle a Difficult Customer" and be ready to discuss in class.

**B. Writing Assignments**

Written assignments will be required.

For example, write a one-page paper on "How to Set Up the Conference Room" for a corporate meeting.

For example, write a one-page paper on "Managing Human Resources."

**C. Other Assignments**

Visits to hotels and other lodging facilities will be required.

For example, visit several hotels in the Napa Valley and prepare a business plan on "Operating a New Hotel in the Wine Country."

**6. Required Materials**

**A. EXAMPLES of typical college-level textbooks (for degree-applicable courses) or other print materials.**

Book #1:

Author: Hayes & Ninemeier  
Title: Hotel Operations Management  
Publisher: Prentice Hall  
Date of Publication: 2017  
Edition: 3rd

**B. Other required materials/supplies.**

