

# C-ID Descriptor

## Introduction to Hotel Management

### Descriptor Details

- **Descriptor Title:** Introduction to Hotel Management
- **C-ID Number:** 140
- **Units:** 3.0
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### General Description

An introduction to the operating system and components of a hotel-resort facility, which includes: front office, housekeeping, food and beverage, sales and marketing, accounting, property maintenance, human/resource management and information systems.

### Prerequisites

No information provided

### Corequisites

No information provided

### Advisories

No information provided

### Content

- The Hotel Industry Overview
- Hotel Organization
- Rooms Division Operations
- Front Office Accounting
- Sales & Marketing

- Human Resources - Staffing & Scheduling

### **Lab Activities**

No information provided

### **Objectives**

*At the conclusion of this course, the student should be able to:*

- Classify lodging facilities based on size, target markets, and levels of service.
- Identify and describe the various operational departments and staff within a full-service hotel.
- Determine room rates based on different strategies such as the Hubbart Formula.
- Conduct a comparative market analysis and develop a plan improving service and revenue at a selected property.

### **Evaluation Methods**

Exams, Quizzes, Projects, Portfolio and Written Assignments

### **Textbooks**

*Foundations of Lodging Management*, David Hayes

*Managing Front Office Operations*, Michael L. Kasavana and R. Brooks