

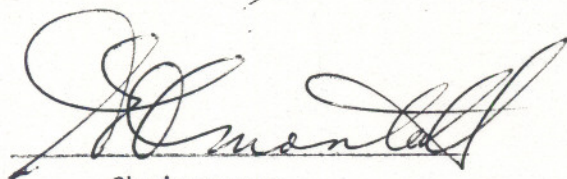
SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

C O U R S E O U T L I N E

Course Title: Dimensions of Hospitality
Code No.: FDS 126
Program: Hotel & Restaurant Management
Semester: I
Date: September 6, 1984
Author: G. Dahl

New: _____ Revision: X

APPROVED:



Chairperson

Date:

84.09.10

COURSE OUTLINE

September 1984

Course Title: Dimensions of Hospitality

Course Length: 30 hours

Objectives:

Having successfully completed the course, the students will:

- (1) Identify the various facets of the Hospitality Industry today.
- (2) Relate the evolution of the European and English trade to its modern North American counterpart.
- (3) Analyze the interaction of the various departments which make up the present day facility.
- (4) Recognize the business techniques of sales, cost and profit programming that are needed in today's competitive industry.
- (5) Select his/her career path based on the acquired knowledge of the overall structure of today's business.

Topics To Be Covered:

- (1) History of the Industry
- (2) Today's careers and entry level for College grads.
Large and small properties.
- (3) a) Hotels, Motels, Motor Hotels
b) Resorts
- (4) a) Chain
b) Franchise
c) Referral Systems
- (5) Modern Hotel Management
 - a) Organization Structure
 - b) The Manager
 - c) The Departmental Concept
- (6) Front of the House
 - a) Front Office - Night Audit
 - b) Housekeeping
 - c) Maintenance
 - d) Security
 - e) Telephones

(7) Controls

- a) Accounting Department -
 - i) Cashiers (various)
 - ii) Clerks - purchasing
 - inventory
 - payables
 - payroll

(8) Back of the House - F&B Department

- a) Prep
- b) Service - coffee shops
 - dining room
 - bar and lounge
 - banquets
- c) F&B Cost Controls

(9) Personnel Management

- a) Recruiting - Interview - Training
- b) Wage and Incentives
- c) Labour Relations
- d) Safety Training
- e) Record Keeping

(10) Sales Promotion

- a) Market - Product
- b) Publicity - Advertising
- c) Previous Guests - Guest Relations
- d) Group and Package Trade

(11) Where are we Headed?

- a) The Computer, Labour Market
- b) Convenience Foods, Health Foods, "Fun Places"
- c) Time-Sharing Ownership
- d) Budget Motels, i.e. "Days Inn"

(12) Trade Organizations - use - CRA, OHMA, CHI
- ORFA, HSMA

(13) Government Agencies - Municipal - Chamber-Tourist Committee
- Provincial - Ministry of Tourism
- Ministry of Labour
- Federal - Ministry of Tourism

EVALUATION:

- Class Participation	-	10%
- Individual Assignments	-	40%
- Group Assignments	-	10%
- Term Test	-	40%
		<hr/>
		100%

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