Eastern WV Community & Technical College
Master Course Record

Course Prefix and Number: BUS 110
Course Title: Introduction to Hospitality
Recommended Transcript Title: Introduction to Hospitality
Date Approved/Revised

Credit Hours: 3
Contact hours per week (Based on 15 week term):
    Lecture: 3
    Lab:

Prerequisite: **Corequisite:** **Pre/Corequisite:**
Grading Mode: Letter grade
Catalog Description: This course is designed to introduce the students to the hospitality industry including food and beverage operations, lodging and hotel operations, business and leisure travel markets and recreation and gaming entertainment.

Course Outcomes:
    1. Discuss Hospitality Industry
    2. Analyze and Discuss The Hotel Business
    3. Analyze and Discuss Rooms Division Operations
    4. Analyze and Discuss Food and Beverage Operations
    5. Analyze and Discuss Beverages
    6. Analyze and Discuss The Restaurant Business
    7. Analyze and Discuss Restaurant Operations
    8. Analyze and Discuss Managed Services
    9. Analyze and Discuss Tourism
    10. Analyze and Discuss Recreation, Attractions, and Clubs
    11. Analyze and Discuss Gaming Entertainment
    12. Analyze and Discuss Meetings, Conventions, and Expositions
    13. Analyze and Discuss Special Events
    14. Analyze and Discuss Leadership and Management

Implementation Cycle: Fall
Role in College Curriculum: **General Education Core (Specify category)** ♔ **Technical Core** **X   Restricted Elective** Business Management AAS and CAS **X General Elective**

Workforce Education
Other (Please specify)
Course Fee: None
Instructor's Qualifications: Master's degree with 18 graduate hours in business.
Expanded Course Description: Topics include Hospitality Information Processing, financial ratios calculation, marketing mix and event management.

Prepared by: Seyed Mirkhani
Division Chair for Business, Computer, and Information Technology / Reviewed by
Shirley Murphy, Business Faculty - 11/10/2015

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Signature, Title   Date

Approved by:

Dean, Academic & Student Services   Date