J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: HRI 298　　　　　　　　　　　　**Credits:** 3

Course Title: Seminar and Project in Hospitality Management

Course Description: Requires completion of a project or research report related to the student's occupational objectives and a study of approaches to the selection and pursuit of career opportunities in the field. Involves field research and observation, independent research, and development of a context for assimilating hospitality management principles. Prerequisites: HRI 235 and HRI 255. Lecture 3 hours per week.

General Course Purpose: Provides a field-based context for developing a functional hospitality management repertoire. Provides a forum for research, observation, laboratory simulation, and discussion between students and industry professionals.

Course Prerequisites and Co-requisites:
Prerequisites: HRI 235 and HRI 255

Student Learning Outcomes:
Upon completing the course, the student will be able to:
a. Seek information from a variety of academic sources to answer questions;
b. Communicate and defend their ideas in small discussion groups;
c. Discern between fact and opinion in the problem-solving process;
d. Identify the impact of culture and social elements on operational dynamics;
e. Develop a problem-solving model based upon the scientific method;
f. Demonstrate appropriate carriage to function within a variety of hospitality settings;
g. Conduct SWOT analyses to develop critical and analytical thinking skills;
h. Review industry specific case studies involving the review, assessment, research, empirical data collection, construction of a plan for improvement, and oral presentations of findings, suggestions, and designed action plan; and
i. Prepare portfolio and engage in mock interviews and other industry preparation exercises.

Major Topics to Be Included:
a. Issues involving human resources in hospitality operations
b. Marketing of hospitality products, services, and businesses
c. Reducing defects in the delivery of hospitality services
d. Reinforcement of prior learning across the hospitality curriculum

Date Created/Updated (Month, Day, and Year): January 14, 2019