

COURSE OUTLINE

HMG-230 Current Topics in Hospitality Management 3 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

This course will orient the student to the dynamic and rapidly shifting business environment with hospitality management. Current and cutting-edge issues will be the focus of the course. Students will be expected to incorporate these issues into their functioning within their careers. (3 hours weekly)

Overall Course Objectives

Upon completion of this course the student will be able to:

1. Describe the foundations and practice of strategic environmental scanning.
2. Analyze current management issues facing the industry.
3. Analyze the impact of new trends in information technology on the industry.
4. Discuss how major forces that drive change (political, socio-cultural, economic, technological) affect the industry.
5. Participate in discussions that forecast potentially new management trends.

Major Topics

- I. Environmental Scanning
- II. Industry forecasting
- III. Present versus future economic forecasting
- IV. Current management issues
- V. Current consumer trends
- VI. Technology and the Industry

Course Requirements

Grading procedures will be determined by the individual faculty member but will include the following: at least two exams, case analyses, quizzes, and class projects

Other Course Information

This course is an elective in the Hospitality Management program and is a Business elective.