

## HOTEL & TOURISM MANAGEMENT DIPLOMA & BACHELOR'S COURSES, COURSE CREDITS, AND EQUIVALENT CLASSROOM HOURS

	Credits	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6	Term 7	Term 8
<b>Restaurant Operations Certification</b>									
<b>Diploma in Hotel Management</b>									
<b>Advanced Diploma in Hotel &amp; Tourism Mgmt</b>									
<b>Bachelor's Degree/Double Diploma Program</b>									
English Composition I	3	40							
Beginner German Language I	3	60							
Introduction to the Hospitality Industry	3	40							
Applied Hospitality Information Systems	3	40							
Professional & Personal Development for Hospitality	3	40							
English Composition II	3		40						
Wine and Beverage Appreciation	3		40						
Food Service Management, with Service Practical Lab	4		90						
Beginner German Language II	3		60						
Introduction to Statistics	3		40						
Financial Accounting	3			40					
Public Speaking	3			40					
Rooms Division Operations, with Fidelio Lab	4			60					
Introduction to Microeconomics	3			40					
Human Resource Management	3			40					
Convention Sales and Management	3				40				
Managerial Accounting	3				40				
Sales and Marketing Management	3				40				
Cross-Cultural Management	3				40				
Introduction to Macroeconomics	3				40				
Ethics in the Hospitality Industry	3					40			
Tourism Planning & Development	3					40			
Rooms Division Management	3					40			
Planning and Control of F&B Operations	3					40			
Organizational Behavior	3					40			
<b>Specialization Term</b>	5						5		
Five courses focused in a segment of the Hospitality Industry:	courses						courses		
of the Hospitality Industry:	@						@		
Cruise Line Management, Event Management, or Spa & Resort Management	3 cr. each						40 hrs each		
Hospitality Strategic Marketing	3							40	
Hospitality Labor Relations	3							40	
Introduction to Human Biology	4							40	
International Experience in Hospitality Management	3							40	
Hospitality Law	3							40	
Principles of Vacation Ownership	3							40	
Hospitality Industry Seminar	3								40
Revenue Management	3								40
Customer Service	3								40
Hospitality Leadership and Supervision	3								40
Concessions Management	3								40
Management Information Systems	3								40
	<b>129</b>	<b>220</b>	<b>270</b>	<b>220</b>	<b>200</b>	<b>200</b>	<b>200</b>	<b>240</b>	<b>240</b>

The courses that make up **Term 7** and **Term 8** of the *Lynn University Bachelor's Degree / Double Diploma* (DDD) program may vary slightly from those listed. The specific courses offered are selected by Lynn University to ensure that DDD students will complete all requirements for earning a Lynn University Bachelor of Professional Studies Degree, taking into consideration student interest and faculty availability. Note that **Term 7** is offered only during the April term each year, and **Term 8** only during the July term.

## **ENC.1223 English Composition I** – 3 Credits

This course emphasizes general writing skills through a detailed study of the fundamentals of the writing process and the application of it through the writing of essays, narratives, letters, descriptives, describing processes and giving instructions. Students are guided in using the Learning Resource Center and Internet for research.

## **GER.1113 Beginner German Language I** – 3 Credits

A basic course relating to the hospitality industry focusing on grammar structures presented in context through: speaking, listening, reading and writing. The purpose of this class is to enable students to deal with predictable every day tasks and to deal with varied daily activities in a hotel or restaurant.

## **HFT.1213 Introduction to the Hospitality Industry**

– 3 Credits

This course introduces students to the Hospitality Industry, providing them with an overview of the major segments: food service, lodging, travel & tourism, and meeting & conventions, as well as an introduction to the many and varied hospitality management career opportunities. Further emphasis is made on one of the fundamental components of the industry: the housekeeping department, an essential unit necessary for the maintenance of standards and therefore reputation of any hospitality operation. The knowledge and understanding needed in relation to housekeeping are stressed.

## **MGT.1133 Applied Hospitality Information Systems**

– 3 Credits

This course introduces a basic knowledge of computer hardware and how it relates to the operating system. Focusing on MS-Office (Word, Excel, PowerPoint, Publisher), students will gain a reasonable competence in word processing, as well as a basic appreciation of spreadsheets, presentations, and email, and how these modules can integrate with each other. An appreciation of the World Wide Web as a research tool will also be included.

## **PPD.1123 Professional & Personal Development for the Hospitality Industry** – 3 Credits

This course equips students with skills necessary for success in the workplace. Students develop interview, job search, and communication skills, build self-confidence, and learn to conduct themselves in a professional manner that matches industry expectations. Students will be prepared for completing an Internship in Switzerland or abroad, as well as for future career advancement, development, and self-improvement.

## **ENC.2323 English Composition II** – 3 Credits

Students prepare a cycle of letters, reports, essays, articles, questionnaires and evaluations as writing projects stressing how these relate to the hospitality industry. Particular emphasis is put upon building research and analytical skills applied to information gathering, including library and Internet research.

Prerequisite: ENC.1223 English Composition I.

## **FSS.1133 Wine and Beverage Appreciation** – 3 Credits

This course introduces the foundations needed for the understanding of alcoholic and non-alcoholic beverages, including their origin, ingredients, production processes and service as applied by the expectations of the Swiss and international hospitality industry. The course also provides a basic understanding of the importance and purpose of all beverages in a food and beverage operation and in the various cultures of traditional and New World wine producing countries and regions.

## **FSS.1214 Food Service Management** – 4 Credits

This course introduces the science of food service as applied to the expectations of the Swiss and international hospitality industries. It gives the student the necessary background of the foodservice industry, the types of foodservice establishments and the various food service methods. It also creates in the student an awareness of why people dine out and how the different service styles and settings satisfy the customers' and business' needs. Through the service laboratory, students have the opportunity to apply and experience learned knowledge first hand.

Prerequisites: FSS.1133 Wine and Beverage Appreciation, or may be taken concurrently.

## **GER.1213 Beginner German Language II** – 3 Credits

Building on GER.1113, this course continues with additional vocabulary and conversational skills emphasizing the daily tasks common to the hospitality industry. The course also assists students to gain basic interviewing vocabulary in German.

Prerequisite: GER.1113 Beginner German Language I.

## **MGT.3493 Introduction to Statistics** – 3 Credits

This course provides the statistics skills hospitality managers require in today's environment. It introduces the basic language and methods of statistics, especially descriptive and inferential statistics, using examples from business and hospitality management. Data collection, organization, analysis, interpretation and presentation will be covered in terms of conceptual understanding and practical application.

## **ACC.2343 Financial Accounting** – 3 Credits

This course provides the students the theoretical concepts and the analytical tools related to the recording of the financial transactions of a firm. It starts with the generally accepted accounting principles, and continues with the preparation and the interpretation of the journal, income statement and balance sheet. The students develop the ability to analyze critically and interpret financial statements using index and ratio analysis as a foundation for management decision-making. Approaches to pricing and cost management are introduced.

**COM.2313 Public Speaking** – 3 Credits

This course focuses specifically on communication. It enables students to become effective public speakers by exposing them to a variety of learning situations and learning tools. Students have opportunities to put into practice what they have acquired in the classroom. The skills of listening, written language, body language and voice will be highlighted.

**HFT.2354 Rooms Division Operations** – 4 Credits

This course focuses on the two primary departments within Rooms Division: Housekeeping and Front Office. Students gain an understanding of how effective teamwork and communication between these departments contribute to the successful operation of the hotel. An overview of the responsibilities of the Housekeeping department in relation to the overall hotel operations is given, with a focus on planning and organization. Students are introduced to the Front Office and the responsibilities of the positions found in each of the areas comprising the Front Office, including communications, reception, reservations, concierge and uniformed services. Theory-based knowledge is applied using Micros Fidelio property management software. Students gain a basic understanding of the main modules of a Property Management System used in the front office: reservations, registration, rooms management, and cashiering. Prerequisite: none; HFT.1213 Introduction to the Hospitality Industry recommended.

**MGT.2373 Introduction to Microeconomics** – 3 Credits

This course introduces students to economic decision-making at the hospitality firm, consumer and industry level. The course aims to establish a link to real-life Microeconomic knowledge as can be observed in the local hospitality industry.

**MGT.2383 Human Resource Management** – 3 Credits

Students learn the varied responsibilities of the HR function within a hospitality operation. The course's focus is on the Human Resources Cycle, with students studying the following topics and their interrelations: Job analysis, job descriptions and job specifications; recruiting policies and procedures; selection methods and effective interviewing; training and orientation programs; performance appraisal; employee motivation; and compensation and reward systems.

**HFT.3433 Convention Sales and Management**

– 3 Credits

This subject examines convention sales prospects within various kinds of hospitality operations. Students will learn to distinguish among the various types and groups of potential clients and to identify the special characteristics, needs and wants of specific market groups. Emphasis is on planning and organizing meetings and conventions and the support systems required for large group functions.

Prerequisite: none; MGT.3423 Sales and Marketing Management recommended.

**MAC.3443 Managerial Accounting** – 3 Credits

An extension of MGT.2343, this course expands the student's ability to analyze and interpret financial statements critically through the use of ratio analysis and budget variance analysis. Short-term cash flow and long-term funds management planning is examined as an integral part of capital budgeting and investment decisions.

Prerequisite: MGT.2343 Financial Accounting.

**MGT.3423 Sales and Marketing Management**

– 3 Credits

This course provides a decision-oriented overview of marketing management in modern hospitality organizations. The most basic objectives of the course are to provide the students with a broad introduction to marketing concepts, the role of marketing in the firm and the various factors that influence marketing decision-making.

**MGT.3453 Cross-Cultural Management** – 3 Credits

This course explores insights into concepts and management of culture at work. Paradigms of culture and tools and technology intended to optimize individual and collective performance and satisfaction are related to diversity and organizational culture. Cultural psychology and global leadership are discussed, for example, in terms of tacit and explicit learning and smart power, as applied in cross-cultural management.

**MGT.3473 Introduction to Macroeconomics**

– 3 Credits

This course increases the students' understanding of the Macroeconomic system and examines how it affects the individual. Basic economics principles such as demand, supply, price theory, national income analysis, inflation, GDP, unemployment, fiscal and monetary policy, money and banking are introduced. Students also learn basic analytical tools that describe and explain the short-run fluctuations of an economy and examine the debate on the effect of monetary and fiscal policy instruments on the stability of an economy.

**ETH.3583 Ethics in the Hospitality Industry**

– 3 Credits

Questions of professional ethics lend themselves to analysis from multiple perspectives and dimensions. For example, although individuals make decisions, this decision-making process occurs within a variety of contexts. In a work setting, decision-making occurs within the culture of a particular organization, profession, or field in addition to being filtered by personal beliefs, biases and opinions. Decisions can be analyzed in relation to theories of moral development and emotional intelligence, and through the application of critical thinking skills. Using case studies and contemporary issues, this course examines professional ethics from these varied perspectives.

**HFT.3443 Tourism Planning and Development**

- 3 Credits

This course provides an in-depth study of the field of tourism. It is designed to develop a comprehensive understanding of macro forces and issues that shape global tourism from both the producer and consumer perspectives. The aim of the course is to enable students to recognize the economic, environmental, social and political aspects of tourism development, including those related to developing countries as well as to highly developed states.

**HFT.3553 Rooms Division Management** - 3 Credits

Building upon the foundation laid in HFT.2354, this course teaches students how the professional management of the Rooms Division can ensure optimal utilization of available hotel space and achieve maximum profitability. The course adopts a management perspective that aims to develop an understanding of how quality rooms division management can affect the successful operation of a hotel. Various areas of management responsibilities within this division will be studied, focusing on the planning and evaluation stages. Prerequisite: HFT.2354 Rooms Division Operations.

**MGT.3533 Planning and Control of Food & Beverage Operations** - 3 Credits

In this course, students gain a clear and comprehensive understanding of contemporary food & beverage management from a systems management approach. Students learn basic cost control systems and concepts relating to the area of food production, labor costs and other operating expenses, menu pricing, and bar and beverage management principles.

Prerequisite: none;

FSS.1214 Food Service Management, recommended;

FSS.1133 Wine and Beverage Appreciation, recommended;

MGT.2383 Human Resource Management, recommended.

**OBE.3583 Organizational Behavior** - 3 Credits

The course examines the concepts of human behavior in organizations at individual and group levels. Organizational behavior concepts that foster individual and team performance as well as the development and impact of organizational culture are discussed. This course demonstrates how influential leadership styles and organizational structures relate to employee performance and job satisfaction.

**SPECIALIZATION COURSES:** Sets of five courses are offered on a rotating basis each term; ADHM and DDD students enroll in whichever courses are offered during their "Term 6".

**CRUISE LINE MANAGEMENT:****CRL.3613 Cruise Line Operations Management**

- 3 Credits

This course provides students with an overview of onboard and shore-side cruise operations. Onboard activities such as embarking and disembarking, hotel staff and operations, entertainment, shore excursions, security, food & beverage operations, and other revenue centers are explored. Shore-side operations include land/air/sea reservations, finance, purchasing, itinerary development, human resources, and legal aspects.

**CRL.3623 Marketing the Cruise Line Product**

- 3 Credits

In this course students are exposed to the broad scope of marketing the cruise line product and the role that the marketing department plays. Various promotional activities are examined, such as TV and radio promotions, print advertising and direct mail, Internet marketing, and retail travel agency distribution systems.

**CRL.3673 The Dynamics of the Cruise Line Industry**

- 3 Credits

This course introduces students to the modern cruise line industry. Students examine the cruise line segment within the overall travel and tourism industry. They obtain an overview and understanding of the cruise line products, destinations, and the range of career opportunities.

**CRL.3683 Seminar in Cruise Line Leadership**

- 3 Credits

Students are exposed to the development and application of leadership, negotiation and conflict-solving skills.

**CRL.3693 Contemporary Issues in the Cruise Line Industry** - 3 Credits

This course students research, discuss and analyze the significant trends and important issues in today's cruise line industry.

**EVENT MANAGEMENT:****EVT.3613 Event Management: Planning and Coordination** - 3 Credits

In contrast to HTF.3433, this course provides an overview of the planning and coordination practices of the events industry from the event planner's perspective. The event planner's role in different types of events and their purposes are described and analyzed. The course also focuses on the coordination and development of event timelines and contracts.

**EVT.3623 Event Marketing** - 3 Credits

This course focuses on the marketing communication tools used in the events industry. Communication strategies, public relations, e-marketing, advertisement, sponsorship programs, and direct and relationship marketing concepts are presented, analyzed and applied. Sales strategies for destinations and venues are also examined.

**EVT.3633 Event Logistics** - 3 Credits

Students examine how logistics concepts are applied in the events industry. They conceptualize and apply in a step-by-step manner how different types of events are planned, organized, carried out, and evaluated. Throughout this process the customer, the product, the facilities, the event site, and the closing of the event are all considered.

**EVT.3643 Event Risk Management** - 3 Credits

This course introduces students to the concept of risk management. These concepts are then applied specifically to the events industry highlighting areas such as legal and ethical compliance, health and safety, loss prevention and security, emergency preparedness, administrative safeguards, and site and attendee management.

**EVT.3653 Applied Event Management** – 3 Credits

This course provides students with the opportunity to experience hands-on the planning, coordination and execution of an actual event. Students apply and analyze the knowledge gained in the events management course series.

**WELLNESS AND SPA & RESORT MANAGEMENT:****SPA.3613 Introduction to the Spa and Resort**

**Industries** – 3 Credits

This course provides an overview of the rapidly growing segment of the spa and resort industries and their services. It explores the different types of spas (wellness, resort, amenity, day, destination) and how customer expectations and management practices differ in each.

**SPA.3633 Spa Cuisine and Nutrition** – 3 Credits

Students are introduced to basic nutrition principles. They investigate menu planning, recipe development and foods selection appropriate for spas. Nutrition as it relates to wellness, sports and healthy life styles is explored.

**SPA.3643 The Spa as a Revenue Center** – 3 Credits

The spa segment represents an important revenue opportunity in the hospitality and tourism industries, either as free-standing businesses or as an integrated department within a hotel or resort. Students learn how spas generate revenue from customers and repeat customers. In addition to treatments and therapies, this includes the sale of retail items, tangential merchandise, experiences and services.

**SPA.3653 Spa Facilities and Equipment Management**

– 3 Credits

This course introduces students to the basics of facilities management including the functions, procedures and systems necessary to plan, develop, operate and maintain spa and wellness facilities. Emphasis is on the importance of the facility manager's role in maintaining the physical plant and grounds for maximum safety, comfort and profitability.

**SPA.3683 Spa Services, Treatments and Therapies**

– 3 Credits

Students are exposed to a variety of spa services, treatments and therapies as well as their uses and underlying philosophies. Guest speakers and visits to local spas provide first-hand knowledge that enriches this course.

**HFT.3400 Industry Training** – 1,150 to 1,650 hours, 4 or 6 Credits

(Paid Swiss Internship) This is a 4- or 6-credit university transfer course involving practical, on-the-job, paid work experience in leading Swiss-German hotels and restaurants, and emphasizing practical experience in kitchen production, restaurant service or, possibly, front office operations. Students may take this in-country program only after successful completion of at least six months of their regular academic program, having met DCT's internship qualification requirements, as detailed on pages 32 & 33 of this Catalog and in the DCT Internship Handbook.

Prerequisites:

All programs: GER.1113 Beginner German Language I, GER.1213 Beginner German Language II, or equivalent.

HTM programs: FSS.1214 Food Service Management or equivalent.

## INTERNATIONAL STUDENT EXCHANGE PROGRAM

Students in the ADHM or DDD programs also have the opportunity to participate in an International Student Exchange Program. This program offers you the chance to complete a part of your DCT academic program on the campus of the University of Massachusetts at Amherst (UMass), consistently one of the most highly rated hospitality management Bachelor's Degree programs in the USA. (<http://www.isenberg.umass.edu/htm/>)

Under the Exchange Program, DCT ADHM or DDD students typically study their Term 5 or Term 6 subjects at UMass and earn credits toward their DCT Advanced Diploma or Double Diploma programs. The other side of the exchange brings UMass students to the DCT Campus to take DCT courses for one term, thereby earning credits towards their UMass Bachelor's Degrees "back home".

The number of spaces available in this program is quite limited and the process of applying to participate has strict deadlines. If you would like to participate in this exciting international academic program, then you should discuss it with the Academic Dean well in advance!