

**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 154, HRI 224, 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 154, HRI 224, HRI 235, and HRI 255

**Course Objectives:**

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

**Effective Date of Course Content Summary:** August 6, 2014