



Applied College

Program: Hospitality Management

Course title	Introduction to Tourism and Hospitality Industry
Course code	HOS 101
Credit hours	4
Medium of instruction	English Language
Course description .	The course introduces students to the general and particular characteristics of the Tourism and Hospitality industry. It is an introductory course to Tourism, Travel and Hospitality, introducing these topics and placing them into a correct and updated local and international perspective. The course is designed to develop knowledge and understanding.

Course title	Hospitality Legal Issues
Course code	HOS 110
Credit hours	4



Medium of instruction	English Language
Course description .	This course is designed to familiarize students with an opportunity to understand how law and ethics affect Saudi hospitality operations and to examine a number of issues relating to business and legal relationships within hospitality businesses. Students will be able to recognize and analyze work and ethical considerations encountered within hospitality industry to contribute value to one's self, business and society.

Course title	Hospitality Human Resources Management
Course code	HOS 140
Credit hours	4
Medium of instruction	English Language
Course description .	This course provides an overview of a systematic approach to human resource management in the Saudi hospitality industry with an emphasis on theory and practice of modern personnel management particularly in leadership approach relating to other management functions. Students will analyze and apply contemporary issues and practice human resource Leadership skills as well as employment laws that have an impact on the way people are managed.

Course title	Principles of Hospitality Accounting
Course code	HOS 141
Credit hours	4
Medium of instruction	English Language



Course description	This course is outlined to educate students the fundamental concepts and principles of uniformed system of financial accounting into Saudi hospitality operations. It involves accounting terminology, accounting cycle, bookkeeping and inventory valuation, appraisal of fixed tangible assets and intangible assets, and preparation then analysis of accounting reports. Students should be able to perform an interpretation and assessment of financial statements in the context of hospitality businesses for properly decision making.
---------------------------	---

Course title	Cross Cultural Communications
Course code	HOS 101
Credit hours	4
Medium of instruction	English Language
Course description	This course focuses on fundamental conceptual and practical dimensions of intercultural communication in everyday life in social interactions in multicultural environments. It aims at developing an individual's intellectual appreciation for cultural differences and sensitivity regarding intercultural interactions.

Course title	ICT in Hospitality Operations
Course code	HOS 130
Credit hours	4
Medium of instruction	English Language
Course description	This combined course offers the development and impact of Information and Communication Technology (ICT) within the hospitality operations. Students will be able to describe and



	adopt basic functions and applications of ICT in hospitality industry operations.
--	---

Course title	Restaurant Service
Course code	HOS 120
Credit hours	4
Medium of instruction	English Language
Course description .	This introductory course offers an overview and principles of a variety of food and beverage service styles and techniques. Students will apply knowledge to get practical experience needed to work as a professional team member in a full service, licensed restaurant operation.

Course title	Front Office Operations
Course code	HOS 131
Credit hours	4
Medium of instruction	English Language
Course description .	This introductory course is designed to provide an overview of the accommodation industry with an emphasis on front office department through analyzing hotel front office positions and the procedures involved in reservation, registration, and checking our guests, and principles and practices of night auditing to covers the complete guest operation cycle. Students should demonstrate front office procedures and management within the context of the overall operation of a hotel.



Course title	Hospitality Marketing & Sales
Course code	HOS 142
Credit hours	4
Medium of instruction	English Language
Course description .	This course is designed to offer the role of marketing in the Hospitality operations, and explore the tools and techniques used in developing a marketing plan with an emphasis on the significance of marketing mix elements. Students should be able to demonstrate a recognized successful marketing plan that can generate revenue to hospitality organizations.

Course title	Housekeeping Management
Course code	HOS 132
Credit hours	4
Medium of instruction	English Language
Course description .	This advanced course of the accommodation industry provides a thorough overview of the housekeeping department as major part of rooms division operations within the accommodation sector. Students should demonstrate proper procedures for housekeeping department within hotel operations and its role in the overall guest experience and operational effectiveness.

Course title	Quality Management in Hospitality Industry
Course code	HOS 250
Credit hours	3



Medium of instruction	English Language
Course description .	This course familiarizes students with concepts and principles of quality management and their implementation in international and Saudi hospitality companies. Students should explain different meanings of the quality concept, its influence on the hospitality industry and regulation and the phases of the quality system certification process.

Course title	Food & Beverage Management
Course code	HOS 121
Credit hours	4
Medium of instruction	English language
Course description .	This course introduces food and beverage in different contexts, including understanding of the internal operations of a food and beverage service management in business and their latest trends, industry, and health related facilities. It also addresses presentation and analysis of food service operations' structures, job descriptions, internal controls, internal system design, and specialty food service equipment considerations. Students will be able to analyze the functions of the food and beverage division within a lodging operation.



Course title	International Business Protocol & Etiquette
Course code	HOS 102
Credit hours	4
Medium of instruction	English language
Course description .	This course covers all of the major etiquette interactions on local and international scale that will be encountered in Saudi hospitality operations. Students should be able to master the basics of etiquette and social skills needed to effectively interact within organizational and customer situations of multicultural manners.

Course title	Conferences & Event Management
Course code	HOS 243
Credit hours	4
Medium of instruction	English Language
Course description .	This course is outlined to provide a broad overview of the process of planning and managing meetings and events within hospitality industry through interactive learning with an emphasis on methods of marketing, selling, organizing, and producing events, and trade shows that will increase financial, environmental and societal values. Students should be able to demonstrate principles of managing large events with an emphasis on the elements that make events distinguished, such as venue, decorations, catering services and entertainment.

Course title	Revenue Management
Course code	HOS 233
Credit hours	3



Medium of instruction	English Language
Course description	This course is designed to provide principles of revenue management within hospitality with an emphasis on demand and revenue forecast, how to adopt pricing, discounting, overbooking and length-of-stay tools, how to measure your revenue management performance. Students should be able to apply workable tools and develop proactive strategies in different economic situations within hospitality industry.

Course title	Customer Service (Elective)
Course code	HOS 203
Credit hours	4
Medium of instruction	English Language
Course description	This course provides students an overview for quality customer service with an emphasis on how to build life-long relationship with customers, customers' loyalty, and customers' satisfaction within hospitality operations by using systematic tools and skills. Students should be able to develop and apply the necessary skills of quality customer service in various situations within hospitality industry.

Course title	Hospitality Management Entrepreneurship (Elective)
Course code	HOS 244
Credit hours	4
Medium of instruction	English Language



Course description .	This course introduces an overview of the characteristics, contributions, and issues throughout management and growth of small and medium enterprises hospitality operations. Students should be able to think critically and apply acquired skills to succeed in hospitality businesses.
--------------------------------	---

Course title	Organizational Behaviour (Elective)
Course code	HOS 255
Credit hours	4
Medium of instruction	English Language
Course description .	This course is designed to familiarize students with a comprehensive analysis of individual and group behavior in organizations with an emphasis on the impact of different management practices and leadership styles on employee satisfaction and morale, organizational effectiveness, productivity, and profitability. Students should be able to demonstrate the history and development of organizational behavior theories and concepts and analyze different types of interpersonal situations within hospitality industry that will allow them to succeed in the future career.