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## Hotel, Restaurant, Casino Mgmt (HRCM)

### **HRCM 001 Introduction to Hospitality (3)**

*Class Hours:* 54 Lecture

*Advisory(s): CUL 050:*

*Transfers to:* CSU

#### Introduction to Hospitality

HRCM 001 is a fundamental overview of the hotel, restaurant, tourism, and casino segments of the hospitality industry. This course provides an overview of the operational sectors of the hospitality industry with an emphasis on organizational structures, departments, job classifications, and career paths. Lecture and discussion are enhanced by industry guest speakers and industry visits.

### **HRCM 003 Hospitality Marketing (3)**

*Class Hours:* 54 Lecture

*Advisory(s): CUL 050*

*Transfers to:* CSU

#### Hospitality Marketing

HRCM 003 examines the essential skills required to effectively develop and implement a marketing plan to meet the needs and philosophy of the hospitality industry. This course will focus on the role of marketing in strategic planning, marketing environment, market segmentation, targeting, positioning, internal/external marketing, product development, promotions, and professional sales.

### **HRCM 004 Superv and Leadership in Hospi (3)**

*Class Hours:* 54 Lecture

*Advisory(s): CUL 050*

*Transfers to:* CSU

#### Supervision and Leadership in Hospitalit

HRCM 004 examines the roles and responsibilities of managers in the hospitality industry. This course will focus on developing communication strategies, motivational techniques, performance evaluation and review, staffing, training, and strategic planning.

### **HRCM 015X Occupational Work Experience (1 - 8)**

*Class Hours:* Work Experience

*Transfers to:* CSU

#### Occupational Work Experience

Cooperative Work Experience Education (CWEE) develops skills and knowledge by integrating classroom study with planned, supervised work experience. It is based on the principle that well-educated individuals develop most effectively through an educational plan that incorporated work experience. Through these structured experiences, the students enrich their college studies, which enhance their total development. Occupational Work Experience is supervised employment which is intended to assist students in acquiring desirable work habits, attitudes, and career awareness in the field of the student's major. Students may earn up to 8 units per semester for a maximum of 16 total units. Credits are awarded for paid or voluntary work. For every 75 hours of paid work completed within the semester, 1 unit or credit is awarded. For every 60 hours of volunteer work completed within the semester, 1 unit of credit is awarded. Occupational Work Experience credits are counted as electives toward an Associate's Degree at West Hills College Lemoore and are transferable to four year universities (for specific transfer eligibility, please contact a counselor or an advisor).

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**HRCM 062A Career Success&job Ret Skills (0.5)**  
*Class Hours: 9 Lecture* P/NP

**Career Success & Job Retention Skills**

HRCM 062A focuses on the necessary steps to a successful job search, including finding job sources, how to apply, how to accurately complete the application, how to develop and use a resume, how to prepare for the interview, how to make a positive first impression and dealing with rejection. It also covers techniques for meeting employer expectations and growing on the job. Topics include understanding the work culture, effective human relation skills, developing a positive attitude, being a team player and time management. This course may be used as credit for either Hotel, Restaurant and Casino Management or Business but not for both.

**HRCM 062B Workplace Communication Skills (0.5)**  
*Class Hours: 9 Lecture* P/NP

**Workplace Communication Skills**

HRCM 062B focuses on the importance of effective communication in the workplace. Topics include discussion on the four components essential to communication (sender, medium, message and receiver), barriers to effective communication, and techniques for avoiding barriers, as well as skills in developing effective telephone communications. This course may be used as credit for either Hotel, Restaurant and Casino Management or Business but not for both.

**HRCM 062C Build Confidence & Working Pub (0.5)**  
*Class Hours: 9 Lecture* P/NP

**Building Conf & Working With the Public**

HRCM 062C focuses on strategies for dealing with the public. Topics include building confidence, managing stress, anger management and dealing with disappointed, demanding or disruptive guests or customers. This course may be used as credit for either Hotel, Restaurant and Casino Management or Business but not for both.

**HRCM 062D Guest Rel & Customer Service (0.5)**  
*Class Hours: 9 Lecture* P/NP

**Guest Relations and Customer Service**

HRCM 062D analyzes the basic concepts and current trends in the hospitality and customer service industries. The skills necessary to achieve quality guest and customer service are stressed, as well as the following topics: guest/customer expectations, guest/customer satisfaction, guest/customer dissatisfaction, meeting guest/customer needs, guest/customer retention and creating a guest/customer service system. This course may be used as credit for either Hotel, Restaurant and Casino Management or Business but not for both.

**HRCM 067 Orientation to Hospitality Op (1)**  
*Class Hours: 9 Lecture | 27 Laboratory*

*Advisory(s): CUL 050*

**Orientation to Hospitality Operations**

HRCM 067 is an orientation course of the hospitality industry, including a historical prospective on the origins and subsequent development of the Hotel and Casino Industry, development and evolution of Native American gaming, overview of: casino cage operations, food and beverage operations, bingo operations and security operations. This course will also cover an overview of hotel, restaurant and casino risk management operations, hospitality industry employment opportunities and employee benefits, overview of guest relations and customer service as well as quality control procedures within the industry.

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