

BACHELOR OF SCIENCE IN HOSPITALITY AND TOURISM MANAGEMENT

COURSE DESCRIPTIONS

HTM 100. Introduction to the Hospitality

Overview; evolution of the hospitality industry; Modern Hospitality; International Classification of hotel properties; Hotel Classification in Kenya; industry sectors; Accommodation Operations; The Food Service Industry; Meetings, Conventions, and Expositions; careers in the hospitality industry; organizations, organizational structures;; management of hospitality operations;; Hotel Internationalization and Growth; field trip.

HTM 104. Principles of Management in Hospitality and Tourism

Management as a social discipline; an introductory overview to the principles, concepts and practices of management in hospitality and tourism; development of management in hospitality and tourism; approaches to management; functions of management in hospitality and tourism; social dimensions of management; current issues and trends, case studies in hospitality and tourism management.

HTM 106. Services Management in Hospitality and Tourism

Introduction and concepts; Types; nature and characteristics of services; service management systems: servicescapes and the service delivery system; Services design; Systems approach to service management; development of service systems: composition of service package; role of the client in service management and design. Service culture, designing a customer-focused service system, Quality: TQM and SERVQUAL; Service environment: Value chain analysis; CRM; Use of Technology; Pricing services.

HTM 107. Food Safety and Hygiene

Sanitation and safety principles and issues in food service and lodging operations; food hygiene-handling, preparation, storage and waste disposal; personal, kitchen and restaurant hygiene; application of food safety principles; regulatory bodies/or organizations; hygiene training, education and empowerment; site visit/excursion

HTM 108. Introduction to Hospitality and Tourism Accounting

Bookkeeping and accounting overview; peculiarity of hospitality and tourism accounting; accounting principles and concepts; accounting equation and double entry system; hospitality and tourism business transactions and their effects on the balance sheet; journal entries; the ledger and the trial balance; inventory control and valuation in hospitality and tourism; depreciation; use and presentation of financial statements: income statement, balance sheet and cash flow statement.

HTM 109. Tourism Philosophies and Practices

Tourism definitions; historical dimension of tourism; the tourism system: multifaceted nature of tourism, the tourism product and the attraction system; forms of tourism; tourism organizations: global, regional and national, public and private sector, the role of government in tourism development; tourist motivations and tourist types; the impacts of tourism: social, cultural, environmental and economic; international dimensions of tourism: tourism flows, receipts; domestic tourism; the “greening” of tourism: towards the sustainable tourism framework, emerging trends; field trip.

HTM 110. Introduction to Computer Applications in Hospitality and Tourism

Hospitality and tourism information systems and IT; computer hardware, software and hybrid computer systems for hospitality and tourism; computer networks and telecommunications; E-commerce; E-information distribution systems; E-business strategies and solutions; Computer Reservation Systems (CRS) and Global Distribution Systems (GDS); Property Management Systems and Point of Sale (POS) Systems; accounting’ control and production systems; HR Management systems; safety, security and physical plant systems

HTM 111. Introduction to Travel and Tour Operations

Introduction; Tourism components; Tourism and Travel distribution system; Travel documents; Tour operations and Travel agency business; Tourism Package; Tour guiding and tour management: Regulations: Role of IATA and other organizations; tour operations and travel agency in Kenya; Tourism and travel regulations; International, Regional and local organizations; Role of technology in travel and tour operations; Emerging trends in travel and tour operations; field trip.

HTM 112. Introduction to Hospitality and Tourism Marketing

The functions of marketing; service characteristics of hospitality marketing; hospitality and tourism marketing mix; the marketing environment ; marketing planning; marketing research; developing new products and services; managing products and services; managing service processes; marketing channels; promotion mix; pricing strategy

HTM 113. Tourism, Leisure, Recreation & Health

Concept of leisure and recreation; health and social benefits of leisure and recreation; factors affecting leisure and recreation: age, health, culture, income, environment, personal values and lifestyles, availability of facilities; principles of leisure and recreation management; organization and management of leisure facilities; entrepreneurship in leisure and recreation; first aid and lifesaving techniques; field trip.

LEVEL 200 SCHOOL COMMON CORE UNITS

HTM 207. Wine and Beverage Knowledge

Introduction to wines and beverages; bar products: beers, ciders, spirits, wines, sherries, ports, vermouths, liqueurs, punches, cocktails, mineral drinks; bar equipment and facilities; sales and controls in bars; service of beverages for different occasions; glasses; presentation; bar promotion; merchandising and showmanship; beverage storage and issuing; bar stocks and sales control; bar customer care, safety and security; managing bar wastage; the law and sale of liquor in Kenya; site visit/excursion.

HTM 208. Introduction to Economics in Hospitality and Tourism

Nature and scope of economics; tourism and the economy; the nature of tourism demand: factors influencing tourism demand, effects of price, income, interest rates and other economic variables; Elasticity theory of demand; supplying of travel and tourism product: the decision of supply, product inputs, costs and supply in tourism, elasticity of supply, control of supply and pricing strategies; destination impact analysis; sectoral linkages: forward and backward linkages; integration in tourism: impacts of tourism legislation and self-regulation on tourism demand and supply; emerging issues.

HTM 212. Food Production Lab I

Understanding a food service kitchen; identification of small and large equipment; practice of hygiene, safety and sanitation; knife handling and sharpening; identification of ingredients and flavour profiles; training of palates for proper seasoning and balance of flavour; food preparation; the production process of basic stocks, soups, mother sauces, meats, pastas, cereals, vegetables, yeast products, pastries, cake making; accuracy in recipe application, conversion of measurements and weights.

HTM 213. Food and Menu Knowledge I

Characteristics of a food service kitchen; functions of various small and large production equipment; hygiene, safety and sanitation; knowledge of food commodities; methods of cookery; understanding of basic stocks, soups and sauces; production of meats, pastas, cereals, vegetables, yeast products, pastries, and cakes; knowledge of complete menu blocks; cookery terms; Introduction to menu costing.

HTM 214. Food and Beverage Service Lab I

Identification of restaurant equipment; setting up of different restaurant layouts; table set ups; handling of linen; carrying of trays and salvers; practice of basic restaurant technical skills; food and beverage service sequence; basic food and wine combination; service of hot and cold beverages; service of aperitifs; service of digestives and liqueurs; up-selling and promotional skills; menu of the day analysis; types of service applied in different food service outlets

HTM 215. Food and Beverage Service Theory I

Introduction to the food service industry-types, sectors, variables in food and beverage operations, the meal experience, service personnel and attributes; food and beverage service areas and equipment;

the menu, menu knowledge and accompaniments; beverages–non–alcoholic and alcoholic; food and beverage service sequence; excursion

HTM 216: Hospitality and Tourism Events Management

Introduction, history and structure of the Events Industry; Nature and Size of Market; Promotion, Marketing and Sponsorship of Events; Economic Impacts of Events; Administration and Management: Site Selection, Environment, Development Stage, Planning, Leadership, Implementation, Committees, Involving and working with volunteers; Budgeting and Financial Management; Legal, Ethical and Risk Management issues; Risk Management Procedures, Contracts, Permits and Social Responsibility; site visit.

HTM 217: Hospitality and Tourism Management Accounting

Analysis and interpretation of financial statements: Usage: Users, Importance; Cost management; Ratio and comparative analysis; Liquidity ratios, Leverage ratios, Activity ratios, Profitability ratios; Internal control, Special tourism problems; Budgeting: Types of budgets; Importance of budgeting: Pricing and cost accounting. Cost – Volume – profit approach: Objectives of CVP Analysis, CVP Model, Assumption, Criticisms, Limitations. Investment decisions and Feasibility studies; General market characteristics, Supply and Demand; Financial projections; Project evaluation.

HTM 218: Meetings, Incentives, Conventions and Exhibitions (MICE)

Introduction and concepts; Historical Perspective; Events Tourism: events managers, planners; The MICE Business: Sector Overview: Roles of Stakeholders: organizers, sponsors, customers, community, public and private sectors, conventions and visitor bureaus; MICE management: clients; Planning, Budgeting, Risk Management; Marketing; to Develop Enquiry, Dealing with suppliers; Problem-solving and Decision-making skills, establishing MICE destination; ethical issues.

HTM 219: Legal aspects in Hospitality & Tourism

Nature and classification of law; Sources of Kenyan law; Judicial structure in Kenya; Law of contract: classification, elements, termination and breach of contract; The hotelier and the guest: Contract of accommodation, Innkeeper's liens; The restaurateur and the guest; Law of Torts: Occupier's Liability Act; Law of agency; EU directive on tour packaging; Tourism legislations in Kenya: Tourism Act, Liquor licensing and consumption legislations, Tourism business licensing

HTM 220. Hospitality and Tourism Facilities Management

Organization of a maintenance department in the hospitality industry; maintenance; Water supply and water disposal; Heat transfer and steam plant; boilers; energy management; Ventilation air conditioning and refrigeration; Occupational health and safety; Air conditioning; Maintenance of air conditioning systems; Vertical and laundry equipment; Electrical systems; Supply and control of electrical energy; products and services design; disaster preparedness and management.

LEVEL 300 CORE UNITS (HOSPITALITY OPTION)**HTM 303. Research Methods**

Meaning and types of research; purpose and nature of hospitality and tourism research methods; qualitative and quantitative approaches; conceptual and theoretical frameworks; statement of the problem, objectives, hypotheses and research questions; literature review; research designs; sampling, data collection and data analysis techniques; research proposal development, report writing and dissemination; hospitality and tourism demand forecasting and estimation; current trends and issues in travel and tourism research.

BHT 315. Food and Menu Knowledge II

Butchers meat: beef, veal, lamb and mutton, pork, farmed game; uses quality and storage of butchers meat; poultry; fish and seafood; non-alcoholic beverages; fruits and vegetables; nuts; eggs; dairy products; fats and oils; cereals; pulses; herbs and spices; condiments; colourings, flavourings and essences; classical and contemporary concepts in menus; site visit/excursion.

BHT 316. Food Production Lab II

Palate development; culinary yields calculation; menu creation, and ingredient costing; the pantry; techniques in plate presentation; use of herbs and spices; garde-manger skills; preparation and production of cold sauces and emulsions; preparation and production of hors d'oeuvres, salads, soups, fish and seafood, poultry, beef, lamb, pork, veal, game, cured meats, vegetarian dishes, pastry, snacks, light meals, savouries convenience foods and breakfast items; theme, classical and contemporary concepts in production.

BHT 317. Food and Beverage Service Theory II

The service of breakfast and afternoon tea; specialised forms of service–floor/room service; lounge service; hospital tray service; home delivery, airline tray service, rail service; guéridon service–introduction to carving jointing and filleting; dishes involving work on the guéridon; function catering–function administration, function organization, weddings, outdoor/off premises catering; field trip.

BHT 318. Food and Beverage Service Lab II

Interpersonal skills; food handling; *mis en place* tasks; guest service process; social and technical skills; harmonizing food and wine; specialized forms of service- lounge, travel, hospital, room/floor, home delivery, tray service, trolley service, flambé, cloche; guéridon service-introduction to carving and jointing; special covers; service of breakfast and afternoon tea; production and service of speciality coffees; cheese trolley service; conducting briefing/de-briefing for food and beverage service staff.

BHT 319. Accommodation Operations (Theory and Practical)

Guest room layout; identification and use of cleaning equipment (manual and mechanical equipment); cleaning materials; cleaning of different surfaces; stain removal, scrubbing, polishing, wiping, rinsing, swabbing, mopping and buffing; types of cleaning cloths and their uses; abrasives, polishes, chemical agents and commercially available products; bed making; housekeeping reports; site visit.

BHT 320. Hospitality Consumer Behaviour

Social, cultural, economic, and psychological factors influencing decision-making process; hospitality consumer attitudes and beliefs; travellers' information search behaviour; hospitality consumer behaviour theories; tourists travel motivations; tourist typologies; measuring and analyzing consumers markets in hospitality; consumer and traveller decision making; travel motivation frameworks and theories; organizational buyer behaviour; customer satisfaction, service failure and recovery; consumer research project; field trip.

BHT 321. Front of the House Management

Organization of different hotels' front office sections; duties and the responsibilities; property systems; front office reservation systems; various front office equipment and records; the guest cycle; hotel credit management; front office statistics, reports and yield management; night audit and evaluating operations; site visit/excursion.

BHT 322. Hotel Information Systems (Theory & Practical)

System sign in and sign out procedures; Management of Reservations; Group Reservations; Complex groups (blocks); Posting of Charges, Posting credit, Transfers; Settlements; Accounts receivable; Cashier functions; End of the day audit; Revenue break-down; Automatic end of day audit; Guest History Management; Ledger Management and Ledger Input, Invoices, payments, refunds and adjustments

HTM 315. Field Attachment I (Outside Semester)

Field attachment for three (3) months to a hospitality business or tourism organization at the end of the 3rd year aimed at orienting the student to the industry and industry practices; assessment will include field visits by lecturers, organizational supervisors' evaluation and student reports. The assessment shall be on pass or fail basis.