

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: HRI 240

Course Title: Managing Technology in the Hospitality Industry

Course Description

Provides an overview of the information needs of lodging properties and food service establishments; addresses essential aspects of computer systems, such as hardware, software, and generic applications; focuses on computer-based property management systems for both front office and back office functions; examines features of computerized restaurant management systems; describes hotel sales computer applications, revenue management strategies, and accounting applications; addresses the selection and implementation of computer systems; focuses on managing information systems; and examines the impact of the Internet and private intranets on the hospitality industry. Lecture 3 hours per week.

General Course Purpose

This course is designed to provide students with a knowledge base to manage the use of technology in restaurants and lodging operations.

Course Prerequisites/Corequisites

none

Course Objectives

Upon completing the course, the student will be able to:

1. Identify the scope of information processing needs in the hospitality industry.
2. Explain technology applications to manage reservations, hotel rooms inventory and guest accounts.
3. Explain the connectivity between property management systems and other operations technologies.
4. Discuss management of food service point-of-sale technologies.
5. Identify technologies to manage food and beverage revenue and cost analysis and accounting.
6. Identify technology applications for rooms sales management and revenue management.
7. Identify systems management concerns, including data security and system integrity.

Major Topics to be Included

1. Technology systems used in hospitality operations.
2. Reservations technology.
3. The rooms management module.
4. The guest accounting module.
5. The function of common PMS interfaces, which include point-of-sale systems, call accounting systems, energy management systems, electronic locking systems, and guest-operated devices.
6. Common hardware configurations of POS systems used by food service operations.
7. Food and beverage management applications, including recipe and menu management, sales analysis, and pre/postcosting.
8. Hotel sales office technology.
9. Hospitality revenue management technology.
10. Catering software.
11. Hospitality accounting applications.
12. Hospitality information database management.
13. Hospitality information systems technology selection and implementation.
14. Hospitality information systems security.
15. Technology system maintenance.