

# IHM Course Descriptions

## Level 1

### *HOSP 101 - Kitchen Production I*

This course explains the basic principles of management and operation of fine dining restaurants, as well as the study of major cuisines and classical cookery. Demonstrating appropriate methods in specific work sections of the kitchen; it analyses the qualitative aspects of the restaurant business, ambiance, total service package, and the dynamic relationship between service and the production of food.

### *HOSP 102 - Kitchen Production II*

This course starts at the management and operation of high-quality baked goods and pastries and desserts. Topics covered include the use of hand tools and equipment found in a bakeshop, as well as the exploration of baking and pastry ingredients and their functions. Students will gain a working knowledge of the major methods such as creaming, blending, foaming, meringues, pre-cooked, cut-in, lamination, straight dough, custards, frozen desserts, chocolates, and sauces.

### *HOSP 103 - Food and Beverage Services*

The main objectives of the course are to help to prepare students to meet the challenges associated with the Food and Beverage Industry, develop students' skills to match with their working environment and comprehend and implement all procedures in relation to fine-dining, food court and coffee shop operations.

### *HOSP 104 - Stewarding*

This course introduces students to the stewarding department and its policies and rules. Kitchen stewarding course focuses on the facilities maintenance and cleaning, dish washing operation and the supportive role the stewarding department plays in kitchen operation.

### *HOSP 105 - Rooms Division*

In this course, students will become familiar with the rooms division organization in the lodging establishments. During this course, students are introduced to the essential daily procedures within the Front Office such as reservation, check-in, handling requests, and check out, in addition to concierge and guest relations functions in full service hotels. Students are also introduced to the role, responsibilities, and overall organization of the housekeeping department within lodging establishments such as laundry operations and guestrooms and public areas cleaning operations.

### *HOSP 107 - Hygiene, Safety and Nutrition*

This course introduces students to the value of safety and hygiene principles and sound practices. It provides an orientation on the various categories of hazard such as garbage disposal procedures, pest management and accident prevention in the establishment and factors involved in food safety, to prevent outbreak of food-borne illnesses and intoxication.

### *HMG101 - Introduction to Hospitality Business*

This course aims to provide students with a general overview of the hospitality and tourism industry, it will highlight hospitality growth and development in general. Moreover, the course will explore the industry segments and their characteristics, trends and current concerns in addition to career opportunities.



### *HMG 103 - International Business Protocol*

This course will explain and define the internationally practiced standards of “savoir-vivre” and Savoir-etre” in today’s business environment. Students are introduced to theories and methodologies related to cross-cultural communication in hospitality and the necessity for such communication strategies in a 'globalized' world.

### *ENGL 103 - Applied English I*

This course introduces students to the four English language skills to prepare them for communicative and cultural competence in the hospitality field. Students compare hotel services and facilities, interpret hotel trends, deal with customer complaints, categorize food and beverages, manage and evaluate hotel operations, identify the benefits of tourism, learn about cultural tourism, and analyze the marketing mix in the tourism industry. Students also engage in hospitality-related scenarios as projects in a hotel setting, which consolidate course content and develop problem- solving and teamwork skills.

### *GHAL 103 - Foreign Language I (French)*

This course for beginners will allow students to acquire the first basics that will allow them to start communicating and expressing themselves in French. It aims to develop in a structured and progressive way the four essential skills of this language (oral and written comprehension, oral and written expression) in order to acquire sufficient communication skills to satisfy social and professional exchanges as a certain number of situations relating to the field of hospitality.

### *CS 117 - Computer Application I*

A basic, introductory course in computers using computer applications. This course focuses on business productivity software applications including word processing, spreadsheet, presentations. The student will receive hands-on experience in MS Windows, Word, Excel, PowerPoint and other programs.

### *GIAS 101 - Islamic Education*

In this course, students will become familiar with the rooms division organization in the lodging establishments. During this course, students are introduced to the essential daily procedures within the Front Office such as reservation, check-in, handling requests, and check out, in addition to concierge and guest relations functions in full service hotels. Students are also introduced to the role, responsibilities, and overall organization of the housekeeping department within lodging establishments such as laundry operations and guestrooms and public areas cleaning operations.

### *HOSP 110 - Field Trip*

A field trip is an off-campus group learning activity, designed to give the first-year students the opportunity to explore the real world of hospitality operations, led by a faculty or staff member who supervises the group. Despite not being a graded and credited course, the field trip course is clearly linked with the IHM program learning outcomes. Students will be able to better visualize, understand and apply what they have learnt during the field trip.



## Level 2

### *HOSP 192 - Industry Internship*

In this course students join the operation of a host property related to hospitality, having to complete 1000 hours of operational tasks in four different areas of hospitality, food production, food and beverages service, front office and housekeeping. This serves as an introduction to their professional career and a baseline for practicing acquired theoretical knowledge.

## Level 3

**HMGT 203 - Food and Beverage Management (Cost Control, Banqueting and Catering)** This course provides students with all the cost control–related information and tools they need to achieve success levels that match the highest career goals. Students will gain an invaluable set of management skills and tools that will enhance students’ knowledge of the Food & Beverage cost control. Moreover, the course aims to develop skills and techniques in the operational activities of food and beverage banqueting and catering. The course will cover different subjects that can be used in both culinary and hospitality careers.

### *HMGT 205 - Room Division Management I (Supervision & MICE)*

This course highlights and goes through the supervisory and managerial aspects of running the front office department including staffing the front office, managing hospitality and service recovery and evaluation, promoting sales, reservations management and forecasting, managing distribution channels, pricing and setting the room rate structure, front office accounting, and controlling & measuring performance.

### *MKT 203 - Introduction to Marketing*

This course is designed to provide students with an understanding of the principles of Marketing. There will be a focus on the management of the marketing activities and how marketing relates to overall organizational functioning. It will include topics such as environmental analysis, industry and competitor analysis, objective setting, marketing strategies, and finally market mix components.

### *MGT 221 - Human Resource Management*

This course introduces students to human resource management from the hospitality perspective. Students will be exposed to the procedures involved in recruiting, interviewing, selecting, hiring, and orientation of new employees. Students will also gain general knowledge of principles and practices of human resource management in the hospitality industry.

### *HMGT 231 - Event Management and Operations*

This course helps students to build their understanding of the foundational knowledge, theory and methodology underpinning modern event management and operation. Students will gain a comprehensive understanding of the planning and logistics and operation of event management.

### *ACCT 203 - Financial Accounting-Uniform system of accounts*

This course provides students with necessary concepts to understand basic accounting information, economic transactions, accounting cycles and financial reports in context of hospitality industry.



### *HMG 201 - Accommodation Theory PMS*

This course involves introducing systematic, procedural and functional knowledge and practice of PMSs, such as OPERA. Such acquired knowledge and skills will prepare students for room-division-related operational and managerial tasks. Students will practice PMS functions related to Front Office, Housekeeping, Laundry and Guest Accounting.

### *CS 217 - Computer Application II*

This course is designed to cover the knowledge and skills in the application of computers. It gives necessary knowledge of computers, computational techniques, file and data structure. Learners will also be trained in the latest trends in spread sheets in MS Excel Programming and make effective use of a table and graphic management package in order to produce quality documents.

### *ENGL 203 - Applied English II*

The main objective of the course is to raise the level of students' English to communicate effectively by comprehending listening and reading material on hospitality and tourism themes, employing hospitality vocabulary, applying specialized linguistic functions in hospitality contexts, writing critically on hospitality and tourism-related scenarios, and demonstrating verbal and non-verbal communication in the hospitality and tourism industries.

### *GHAL 203 - Foreign Language II*

This course, which is the continuation of the GHAL 103 French 1 course, allows students to acquire the rest of the general knowledge that covers level A1 in French, a level necessary and prior to the acquisition of linguistic skills relating to professional situations in the field of hotel and catering industry. These will be worked on during the GHAL 103 French 3 course.

## Level 4

### *HMG 242 - Hospitality Economics*

This course introduces the main terminology, concepts, and theory of macroeconomics. It offers a foundation for analyzing and understanding economics as it relates to individuals and hospitality businesses. Additionally, the course aims to equip students with an understanding of how political, social, and market forces determine and affect the hospitality industry.

### *HMG 216 - Rooms Division Management II*

This course highlights and goes through the supervisory and managerial aspects of running the housekeeping department including organization and management, managing guest floors and public areas, laundry and linen management, inventory control, staffing, health, safety, and security issues, maintenance, and renovations and new property operation.

### *HMG 218 - Facilities Management*

Elements of strategic and operational facilities management will be discussed in the context of technical planning, maintenance, technology, cost, legal/contract, environmental and performance management. For businesses to survive economically and socially, students need to be able to manage theory and practice part of facilities management.

### *FIN 202 - Financial Analysis*

This course focuses on financial analysis in the hospitality industry, covering topics such as ratio analysis, financial modeling, and decision-making. The course integrates key concepts from accounting, finance, and business strategy and applies them to financial decision-making. The course emphasizes the importance of ethical and professional values in financial analysis practices.



### *STAT 212 - Statistics*

This is an introductory course designed to expose the students to a wide variety of Statistical tools used in Hospitality Management program. Topics covered include displaying and describing data, probability, probability distributions, confidence intervals, testing of hypothesis and correlation & regression with applications in the real world. Students also will analyze hospitality data sets using the statistical data in their weekly practical sessions.

### *ECON 204 - Introduction to Microeconomics*

This course provides an introduction to the central concepts of microeconomics in the hospitality industry, including scarcity, allocation of resources, demand and supply, elasticity, four market structures, and the price mechanism. This course attempts to develop the student's ability to think about consumer and service provider behaviors and give detailed knowledge of microeconomics.

### *HMG 222 - Ethics and Law*

This course presents students with an opportunity to recognize and understand how law and ethics affect the hospitality industry and relevant stakeholders. The course will highlight issues relating to business ethics and legal relationships.

### *MKT 212 - Hospitality Marketing and Sales*

This comprehensive course immerses students in the dynamic field of hospitality marketing, sales, and customer service. They will develop practical knowledge in marketing strategies tailored to the industry, sales techniques, and relationship sales management. Students will learn to analyze market trends, identify target markets, and leverage emerging technologies to enhance customer experiences, improve marketing strategies, and streamline sales processes. The course emphasizes the impact of recent technological advancements on the hospitality industry.

### *ENGL 212 - Academic Writing*

This course emphasizes paragraph development in hospitality-related essay assignments using the rhetorical modes of cause and effect, compare and contrast, and argumentation. Students are guided through the academic writing process, which develops critical thinking skills in brainstorming, planning, composing, and editing. Students are familiarized with coherence, cohesion, conciseness, unity, and the use of specific details. They are alerted to common errors in grammar and sentence structure. Students are also expected to give oral presentations based on their written products. In preparation for a subsequent course on research methodology, the academic writing of this course is compared to research writing. Students are then introduced to basic research skills involving the research paper framework, the writing process, and research strategy.

### *GHAL 213 - Foreign Language III (French)*

This course is the continuation of the GHAL 203 French 2 taken by the students preparing for the bachelor's degree in international hospitality management and brings them to communicate in French in common situations in the hotel and restaurant professions. It is accessible to students with certain bases in French and offers to study different situations in the hospitality sector.

### *ENGL 214 - Communication Skills*

Students are taught the job application process involving cover letters, résumés, and interviews leading to important aspects of business correspondence, such as letter format, style, tone, and how to compose business letters relative to the hospitality industry. The course also emphasizes useful communication skills and strategies for preparing and delivering effective presentations.



## Level 5

### *FIN 311 - Revenue Management*

The purpose of this course is to lead the students to identify the potential for Revenue Management for small and medium-sized enterprises in the lodging sector. Revenue Management focuses on how hotels and SMEs should manage production capacity, resources and product availability policies across different selling channels in order to maximize performance and profitability.

### *ACCT 311 - Managerial Accounting*

The course will introduce students to internal accounting information for all level of management. Topics include cost flow in a manufacturing operation; planning, evaluating and controlling through budgeting and standard costing; and decision-making using cost-volume profit analysis, direct costing and relevant costs.

### *HMG 311 - Luxury Brand Management in Hospitality*

This course is designed to permit students to understand the concepts, definitions, and approaches of luxury as well as the power of a luxury brand, and to gain the required management skills needed to provide premium, exclusive products and pathbreaking services for privileged clients. Additionally, students will be introduced to principles of brand management, luxury brand management strategies, luxury consumer behavior, and luxury relationship management. They also will be prepared to use the market segmentation, marketing mix, digital marketing techniques in luxury hospitality markets.

### *HMG 313 - Service Operation Management*

This course is an introduction to the concepts, principles, problems, and practices of service operations management. The service sector is the largest component of all developed countries. Areas discussed are the operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance, and project management.

### *HMG 327 - Project Management*


This course provides students with the fundamental principles and practices of project management, following the established standards of the Project Management Institute. Students will learn how to develop a clear mission statement, vision, goals, and objectives for a project and create comprehensive project plans that address scope, resources, timelines, and risk management. The course also covers the work breakdown structure (WBS), scheduling techniques, and earned value analysis for monitoring project performance. In addition, students will acquire critical skills in team building, communication, and conflict resolution to effectively manage a project team.

### *MGT 323 - Talent Management System*

This course will equip students with the necessary skills and knowledge required for talent recognition, management, retention, and development. Students will be able to elaborate the talent management and development process. They also will be able to retain organization's talents, apply the organization's recruitment, job analysis, employment separation, and performance appraisal processes.

### *MGT 325 - Career Management*

This course is designed to teach students to use critical thinking to clearly define their career objectives and available opportunities related to their interests and majors. Through the course students will understand the connection between internships and full-time careers, develop techniques for conducting successful job searches, and identify strategies necessary for ongoing



career development in today's workplace. This class will be delivered weekly with the use of lectures, career assessments, class discussions, role-playing activities and presentations, career development assignments.

*ENT 373 - Developing Entrepreneurial Projects (Elective)*

The course offers scope for candidates to pursue their own business-related research interest in the hospitality industry. Students will need to present their business ideas as a Pitch to the public.

*HMG 371 - Event management*

This course is designed to help students to enhance their management skills & competences underpinning modern event management. Students will gain a comprehensive understanding of event business impacts and legacies, and conceptualization process of events. They also will be able to staff and manage human resources of event business, to work with the event strategic planning, marketing plans, and event sponsorship. This course will help students also to manage event financial and legal issues, event evaluation and research, as well as working with event sustainable management and event project management practices.

*HMG 372 - Managing the Travel Business*

This course provides essential knowledge and skills on relevant operational and management roles and responsibilities in the travel industry.

*BUS 310 - Research Methods (Elective)*

The course is designed to help you become an informed and critical consumer of social science research related to public administration, and to be able to design and conduct simple but effective research projects. Topics of interest include the uses of social research, relationship between theory and research, different types and approaches in research, quantitative vs. qualitative research, data collection, and statistical data analysis and how to read and write the research report. A major part of this course is conducted in facilitated discussions and individual projects.

## Level 6

*HOSP 394 - Industry Internship II*

In this course students join the operation of a host property related to hospitality, having to complete 1000 hours of supervisory and managerial tasks, such as the functions of food and beverage management, rooms division management, accounting, sales and marketing, human resources, leadership, and strategy. This internship builds upon HOSP 192's operational tasks, serving as a development to students' professional career and a baseline for practicing acquired theoretical knowledge.

## Level 7

*MGT 421 - Corporate Strategy*

This course typically focuses on the development and implementation of strategies that drive long-term success for businesses. The course may cover topics such as levels of strategy and strategic management process, strategy formulation, the organization's internal and external assessment, competing in global marketplace, and strategy implantation, review, evaluation, and control.



*FIN 312 - Corporate Finance*

This course will introduce the students to understand and analyze major financial aspect of hospitality corporate environment. The course covers basic topics of financial risk management, discounted cash flow (DCF) and long-term financial planning and investment decisions. This course is designed to introduce essential aspects of financial decision-making in hospitality business.

*MKT 462 - Service Marketing Strategy*

This course offers a comprehensive introduction to the marketing of services, focusing specifically on hospitality services. Participants will gain a deep understanding of the unique challenges and opportunities associated with marketing intangible products. The course covers key areas such as market segmentation, marketing research, public relations, promotions, pricing strategies, current trends, and the future of services marketing. Participants will learn how to identify and target specific customer segments within the hospitality industry, conduct effective market research, develop impactful public relations strategies, design compelling promotional campaigns, implement pricing strategies, and stay abreast of current trends in the rapidly evolving services marketing landscape.

*MGT 425 - Crisis and Security Management*

This course is designed to develop the knowledge and skills of hospitality students and give them the tools that are fundamental for excelling in managing crisis & security in a client-oriented hospitality environment. It will cover topics such as risk management, emergency planning, crisis communication, security protocols, and incident response. Students will learn how to identify potential risks, develop effective strategies to mitigate them, and respond to crises in a timely and efficient manner. The course will also examine the legal and ethical considerations associated with crisis and security management in the hospitality industry.

*HMGT 411 - Resort and Destination Management Elective)*

An in-depth study of resorts and destinations with respect to their planning, development, organization, management, marketing, visitor characteristics, and environmental consequences.

*HMGT 471 - Trends in Hospitality Management (Elective)*

The objective of this course is to provide students with an appreciation of the importance of franchise chains in the hotel and restaurant industries as well as in many other industries. Students will be given an overview of the main trends and issues faced by franchisors (and franchisees), including marketing, management, human resources management and strategy. The topics covered during this course will include introduction to franchising, know-how in franchising, brand and communication in franchising (customers and franchisee candidates' perspectives), multi-channel strategy in franchising, ethics and Corporate Social Responsibility in franchising as well as internationalization of franchise chains. An international perspective will be chosen to deal with these topics.

*HMGT 472 - Design and Financing New Touristic Products (Elective)*

The Design and Financing New Tourist Products course typically covers the process of designing and developing new tourist products, as well as the financial aspects of bringing these products to market. The course may include topics such as market research, product development, marketing strategies, financial planning, and risk management.

*HMGT 485 - Advanced International Travel Management*

This course introduces students to the multidimensional travel and tourism industry through an examination of its major segments, including hotels, travel agencies, transportation companies, destination management companies and tourist offices.





*HMG 474 - Trends and Innovation in Hospitality Franchising Elective)*

The objective of this course is to provide students with an appreciation of the importance of franchise chains in the hospitality industry. Students will be given an overview of the main trends and issues faced by both franchising key players franchisors and franchisees, including marketing, management, human resources management and strategy. The topics covered during this course will include introduction to franchising, know-how in franchising, brand and communication in franchising (customers and franchisee candidates' perspectives), multi-channel strategy in franchising, ethics and Corporate Social Responsibility in franchising as well as internationalization of franchise chains. An international perspective will be chosen to deal with these topics.

## Level 8

*HMG 422 - Innovation Management*

This course explores the principles and practices of innovation management within the hospitality industry. Students will examine strategies for fostering creativity, implementing new technologies, and enhancing guest experiences. Topics include discover the relationship between change, creativity, and innovation in hospitality, technology and digital innovation, analyzing global trends and future of innovation, and case studies of successful innovations in the hospitality sector.

*ENT 201 - Introduction to Entrepreneurship*

This course is designed to introduce students to entrepreneurship and how to think and act like an entrepreneur in order to identify and pursue opportunities. Students will learn how to gather and analyze data using a variety of business tools. Students will learn how startups work and how to grow the business successfully in a volatile and ever-changing business environment.

*HMG 428 - Sustainable Development of Hospitality/Tourism Offers*

This course aims at introducing the concept of sustainable hospitality and tourism planning, development, and practices. It tackles its holistic impact on local and national tourism and livelihoods. Core course's elements will involve hospitality and tourism impacts (economic, social and environmental), sustainability issues, measuring & monitoring performance, sustainable forms and models of tourism, and planning for and managing sustainable tourism activities.

*HMG 432 - Cross Cultural Management*

This course explores the impact of cultural differences on international business and management, providing conceptual frameworks for understanding and addressing intercultural challenges. It covers topics such as

managing multicultural workforces, negotiation in a cross-cultural context, and the implications of culture on managerial decision-making. Students should be able to gain cross-cultural skills to navigate the global business environment and analyze recent developments, including emerging economies and their impact on international business and management.

*HMG 492 - Hospitality/Tourism Student Business Projects*

This course aims at enabling students to effectively engage in steps and procedures necessary to develop an entrepreneurial project within a 'real-life' setting. The project is about to set up a successful value-creating business plan in the tourism and hospitality sector. The course thus enables students evaluate and synchronize the factors that favor both the emergence and sustainability of business opportunities, both commercially, and societally.