GLOBAL HOSPITALITY PERSPECTIVES — SMGT 1698

A. Course Description
   - Credits: 3.00
   - Lecture Hours/Week: 3.00
   - Lab Hours/Week: 0.00
   - OJT Hours/Week: 0
   - Prerequisites: None
   - Corequisites: None
   - MnTC Goals: None

Today's businesses operate in a global economy and are mirrored by diverse cultures. Discover the reflections that cultures, traditions, and geography have on the hospitality industry and how they impact business success. The Heart of Hospitality is measured by memorable experiences. Explore the world market to locate intersections of business success and customer expectations. Prerequisites: None.

B. Course Effective Dates: 7/1/17 – Present

C. Outline of Major Content Areas
   1. Comprehensive research of culture, traditions, and mores
   2. Global aspects of tourism and hospitality
   3. Hospitality is people; how hospitality businesses reflect their customers
   4. Integration of diversity to enhance hospitality customer experience

D. Learning Outcomes
   1. Address today's data-rich business environment in relationship to the need for personal experiences that require global insight.
   2. Distinguish different cultures, traditions, and mores within a business model or a specific event; i.e. business conference, life celebration event, and more.
   3. Explore the global aspects of tourism and hospitality; business as a reflection of culture and geography
   4. Identify methods to smooth the integration of non-native individuals to a business model or specific event. Explore methods to respectfully intersect diverse cultures, traditions, and mores within the same business model or a specific event
   5. Utilize the research tool provided to investigate cultures, traditions, and mores of a geographic area selected by the student to study
E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

F. Learner Outcomes Assessment
   As noted on course syllabus

G. Special Information
   None noted