

Course Title	INTRODUCTION TO BUSINESS FOR THE HOSPITALITY INDUSTRY
Course Code	MGT 112
Course Purpose and Objectives	The purpose of this course is to demonstrate to students the large context in which businesses operate and the many legal and ethical issues managers must consider as they make business decisions. The course will provide students with basic information to appreciate the changes that take place within the environment which affects business behaviour and explain the role and purpose of business activity in private and public sector.
Learning Outcomes	<ol style="list-style-type: none"> 1. Explain the fundamentals of business and economics and impact of the hospitality industry in the global economy. 2. Identify the changes that take place within the environment which affects business behavior in hospitality. 3. Explain the role and purpose of business activity in both the private and public sector. 4. Define the main types of businesses and commercial activity and how they are organized in the hospitality industry. 5. Apply business ethics in order the company to be socially responsible.
Course Content	<ul style="list-style-type: none"> • Fundamentals of business & economics: overview of the hospitality industry • The global economy • Starting and financing a small business • The functions and roles of management in hospitality • Organizing and working in teams • Developing marketing strategies in hospitality to satisfy customers • GDPR