NOTE: This course is designed for transfer credit.

Catalog Course Description:

This course is an introduction to the hospitality industry, with emphasis on the broad spectrum of hospitality organizations and career opportunities.

Entry Level Standards:

Students must be able to read, write, speak and reason at the college level.

Prerequisites:

None

Textbook(s) and Other Reference Materials Basic to the Course:


I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Overview of the Hospitality Industry, History, Pioneers, and Leaders of the Hospitality Industry</td>
</tr>
<tr>
<td>2</td>
<td>Forces for Growth and Change in the Hospitality Industry, Industry Associations, Hospitality Information</td>
</tr>
<tr>
<td>3</td>
<td>The Food and Beverage Industry, Independent / Entrepreneurial Perspective on Hospitality, Chain Operations, Franchising, Management companies</td>
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<tr>
<td>4</td>
<td>The Food and Beverage Industry, Market Segmentation, Catering, Beverage Management</td>
</tr>
<tr>
<td>5</td>
<td>Restaurant Operations, Physical Plant Management</td>
</tr>
<tr>
<td>6</td>
<td>Forces Shaping Food Service, Issues Facing Food Service</td>
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<tr>
<td>7</td>
<td>Institutions and Food Service</td>
</tr>
</tbody>
</table>
II. Course Objectives*:

A. Demonstrate an understanding of the historical role of hospitality as well as the future of the industry. I, II

B. Exhibit knowledge concerning the various types of hospitality facilities, as well as the managerial segments of each type of facility. I, II

C. Understand how different types of hospitality facilities appeal to specific market segments. II, III, IV

D. Prove an understanding of the role of legal and ethical managerial behavior. VIII, VI, V

E. Prove knowledge of the current trends in the hospitality industry. VII, V

F. Demonstrate a knowledge of the role of human resources and cultural diversity in hospitality. I, II, VI

G. Acquire the basic vocabulary associated with the hospitality industry I, VII

*Roman numerals after course objectives reference goals of the Hospitality program.

III. Instructional Processes*:

Students will:

1. Refine reading and informational literacy skills by researching the Internet to become aware of new restaurant concepts and ideas under development. *Information Literacy Outcome, Communication Outcome, Personal Development Outcome*

2. Trace the history of a hospitality company in terms of its origin, leaders, founders, and specific offerings in both written and oral report format. *Communication Outcome, Active Learning Strategy*

3. Work in groups to evaluate different career opportunities in the hospitality industry including responsibilities and the differential benefits and attributes of each position. *Active
Learning Strategy, Communication Outcome

4. Develop a target market analysis for the differing segments of the lodging industry. *Active Learning Strategy, Information Literacy Outcome*

5. Develop a vocabulary that allows them to effectively communicate with hospitality industry professionals. *Transitional Strategy*

6. Write and revise a position paper on the topic of cultural diversity within the hospitality industry. *Cultural Diversity and Social Adaptation Outcome, Communication Outcome*

*Strategies and outcomes listed after instructional processes reference Pellissippi State’s goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance*

Upon successful completion of this course, the student should be able to:

1. Explain the history of the lodging industry. A,G
2. Differentiate between various hospitality career opportunities. B,C,F
3. Explain the organizational structure of the various types of hotels. B,A,G
4. Identify the industry leaders with their respective innovations and accomplishments. E, D
5. Differentiate between private ownership and franchise ownership. A,B,G
6. Discuss the impact of service to various segments of the lodging industry. C,F
7. Explain the impact of governmental regulation on the property owner/operator. A,B,D,E
8. Identify logical customer expectations as based on the type of hospitality facility. B,C
9. Discuss non-managerial professional career opportunities. A,G
10. Explain the significance of cultural diversity on the hospitality industry. D,E
11. Identify approaches for dealing with cultural diversity in the workforce. D,E
12. Explain the basic types of cost control systems in hospitality. B
13. Name the primary associations for each segment of the hospitality industry as well as their publications. A,D,G
14. Discuss the historical perspective of hospitality laws in context with the industry segments the laws were created for. A,B,D
15. Explain the value of ethical behavior in hospitality management C,D,E,G

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures:
Students are evaluated primarily on the basis of tests. A minimum of three exams must be given.

B. Laboratory Expectations:

N/A

C. Field Work:

Students will be responsible for two written reports based on information from hospitality professional trade journals. Written assignments concerning interdepartmental memos, incident reports, business letters, and situation analysis will also be required.

D. Other Evaluation Methods:

Class participation, group work and homework will also comprise the final grade for the course. Each instructor must provide full details the first week of class via a syllabus supplement.

E. Grading Scale:

<table>
<thead>
<tr>
<th>Score</th>
<th>Grade</th>
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<tbody>
<tr>
<td>92 - 100</td>
<td>A</td>
</tr>
<tr>
<td>89 - 91</td>
<td>B+</td>
</tr>
<tr>
<td>82 - 88</td>
<td>B</td>
</tr>
<tr>
<td>79 - 81</td>
<td>C+</td>
</tr>
<tr>
<td>72 - 78</td>
<td>C</td>
</tr>
<tr>
<td>65 - 71</td>
<td>D</td>
</tr>
<tr>
<td>Below 65</td>
<td>F</td>
</tr>
</tbody>
</table>

VI. Policies:

Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course.