NOTE: This course is designed for transfer credit.

Catalog Course Description:

This course is an in-depth introduction to hospitality management with an emphasis on the functions of the hospitality manager. It includes the historical and future perspectives of the hospitality industry.

Entry Level Standards:

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

Prerequisite:

HSP 1200 - Introduction to Hospitality I

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


I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>The Hospitality Industry</td>
</tr>
<tr>
<td>2</td>
<td>The Restaurant Business; Restaurant Operations</td>
</tr>
<tr>
<td>3</td>
<td>Restaurant Industry Organization; Forces Shaping Food Service</td>
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<tr>
<td>4</td>
<td>Issues Facing Food Service; Institutions and Food Service</td>
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<tr>
<td>5</td>
<td>Tourism: Front and Center; Destinations: Tourism Generators</td>
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<tr>
<td>6</td>
<td>Lodging, Meeting Guest Needs; Hotel and Motel Operations</td>
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<tr>
<td>7</td>
<td>Forces Shaping the Hotel Business; Competition in Lodging</td>
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<tr>
<td>8</td>
<td>Management: A New Way of Thinking</td>
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<tr>
<td>9</td>
<td>Planning in Hospitality Management</td>
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<tr>
<td>10</td>
<td>Organizing in Hospitality Management</td>
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</table>
II. Course Objectives*:

A. Demonstrate an understanding of the various types of business entities within each segment of the hospitality industry. I, VI, VIII
B. Exhibit knowledge of the organizational structure of various types of hospitality organizations. I, VI
C. Understand the interactions between all business areas of the hospitality industry. I, II, V, VI, VIII
D. Demonstrate an understanding of the numerous meanings of competition within each segment of the hospitality industry. I, II, III, V, VIII
E. Understand the role of the hospitality manager in terms of the planning, organizing, staffing, and controlling functions of management. II, III
F. Demonstrate knowledge of the role of service in the hospitality industry. I, II, VI, VII
G. Comprehend the concepts of leadership and directing. II, III, IV, VI
H. Acquire the basic vocabulary associated with the different segments of the hospitality industry. I, VII, VIII

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

III. Expectations for Student Performance*:

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

1. Determine the different types of restaurant entities within their respective segments. A, B
2. Define the business environment/influences that affect the hospitality business. D, E, F
3. Discuss the relationship between tourism/travel with lodging and food service. A, C
4. Differentiate between the various types of lodging entities. A, B
5. Differentiate between management and employee goals and objectives. E, G, H
6. Understand the importance of the managerial planning function to the hospitality industry. E, H
7. Understand the role of the managerial control function in the hospitality industry with respect to the business, consumer, and employee. C, E, G
8. Explain the varied levels of service associated with different types of hospitality businesses or products. A, B, C, D, E, F, H
9. Identify and demonstrate leadership practices associated with successful hospitality managers. B, G, H
10. Explain the impact of employee motivation on service and business performance. G, H
11. Determine the economic impact of tourist functions to specific geographic regions. A, C, D, H
12. Demonstrate a knowledge of the impact of staffing on the specific segments of the hospitality industry. B, C, E, F
13. Explain the importance of perceived quality for hospitality customers. D, F, H
14. Determine the aspects that separate successful hospitality companies from the rest of the industry. D, G, H
15. Demonstrate basic problem identification, analysis, and resolution skills. E, F, G, H

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

IV. Evaluation:

A. Testing Procedures:

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

B. Laboratory Expectations: None

C. Field Work:

Students will be responsible for two oral reports based on information from hospitality professional trade journals. Oral assignments concerning managerial leadership and control will be required of each student. Team discussion and panel participation will be required of each student for one assignment.

D. Other Evaluation Methods:

Class participation, group work, attendance, 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>Percentage</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>
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<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>
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V. 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.