PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

INTRODUCTION TO HOSPITALITY II
HSP 2200

Class Hours:  3.0  Credit Hours:  3.0
Laboratory Hours:  0.0
Revised:  Spring 05

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 Course Materials:


I. Week/Unit/Topic Basis:

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<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Management; A New Way of Thinking</td>
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<td>2</td>
<td>Management: A New Way of Thinking</td>
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<td>3</td>
<td>Planning in Hospitality Management</td>
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<td>4</td>
<td>Planning in Hospitality Management</td>
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<td>5</td>
<td>Organizing in Hospitality Management</td>
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<td>6</td>
<td>Organizing in Hospitality Management</td>
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<td>7</td>
<td>Control in Hospitality Management</td>
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<td>8</td>
<td>Control in Hospitality Management</td>
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<td>9</td>
<td>Leadership and Directing in Hospitality Management</td>
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<td>10</td>
<td>Leadership and Directing in Hospitality Management</td>
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<tr>
<td>11</td>
<td>Staffing: Human Resource Management</td>
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<td>12</td>
<td>Staffing: Human Resource Management</td>
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<tr>
<td>13</td>
<td>The Role of Service In Hospitality Management</td>
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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. Instructional Processes*:

Students will:

1. Work in groups to organize a restaurant company as it exists within the college service area. Active Learning Strategy, Communication Outcome, Personal Development Outcome

2. Refine reading and informational literacy skills by researching the internet to become aware of changing management trends and new applications of leadership methodologies. Informational Literacy Outcome, Communication Outcome, Personal Development Outcome

3. Draft a job description for a specified job within either the lodging or food service segment of the hospitality industry. Active Learning Strategy, Information Outcome, Personal Development

4. Write a position paper concerning the effect of cultural diversity on service standards within the hospitality industry. Information Literacy Outcome, Active Learning Strategy, Cultural Diversity and Social Adaptation Outcome

5. Evaluate basic financial documents of a hospitality business to determine areas where control systems need development or improvement. Numerical Literacy Outcome, Personal Development Outcome, Active Learning Strategy

6. Create a mission and a set of managerial goals for a fictitious hospitality business. Active Learning Strategy, Problem Solving Outcome, Information Outcome

*Strategies and outcomes listed after instructional processes reference TBR’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. 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.

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: 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:

   92 - 100      A
   89 - 91      B+
   82 - 88      B
   79 - 81      C+
   72 - 78      C
VI. Policies:

A. 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. [NOTE: No differentiation is noted for excused/unexcused absences. These will be treated as an absence.] *(Pellissippi State, 2004-2006 Catalog, page 83)*

B. Academic Dishonesty:

   Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular Pellissippi State procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination or to assign an F in the course. *(Pellissippi State, 2004-2006 Catalog, pages 62-63)*

C. Accommodations for disabilities:

   If you need accommodation because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please inform the instructor immediately. Privately after class or in the instructor's office.
   To request accommodations students must register with Services for Students with Disabilities: Goins 127 or 131, Phone: (865) 539-7153 or (865) 694-6751 Voice/TDD.

D. Other Policies:

   Computer Usage Guidelines:
   College-owned or –operated computing resources are provided for use by students of Pellissippi State. All students are responsible for the usage of Pellissippi State’s computing resources in an effective, efficient, ethical and lawful manner. *(Pellissippi State, 2004-2006 Catalog, pages 67-70)*