

PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

**INTRODUCTION TO HOSPITALITY
HSP 1200**

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: 0.0

Revised: Spring 2014

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 Course Materials:

Textbook: Walker, John R. Introduction to Hospitality 5th Ed. New Jersey: Pearson Education, Inc, 2009.

Additional Reading: Freiberg, Kevin & Jackie, Nuts! New York: Broadway Books 1996.

I. Week/Unit/Topic Basis:

| Week | Unit | Topic |
|-------------|-------------|----------------------------|
| 1 | 1 | Introducing Hospitality |
| 1 | 2 | The Hotel Business |
| | 1-2 | Nuts! |
| 2 | 3 | Rooms Division Operations |
| | 3-5 | Nuts! |
| 3 | 4 | Food & Beverage Operations |
| | 6-8 | Nuts! |
| 4 | 5 | Beverages |
| | 9-11 | Nuts! |
| 5 | 6 | The Restaurant Business |
| | 12-14 | Nuts! |
| 6 | 7 | Restaurant Operations |
| | 15-16 | Nuts! |
| 7 | 8 | Managed Services |
| 8 | 9 | Tourism |

| | | |
|----|-------------------|---------------------------------------------------------------|
| | 17-18 | Nuts! |
| 9 | 10 11 | Recreation, Attractions, & Clubs Gaming Entertainment |
| 10 | 14 21-23 15 | Meetings, Conventions, Exhibitions Special Events Nuts! |
| 11 | 16 17 | Leadership & Management Nuts! |
| 12 | 18 | Planning Organizing |
| 13 | | Communication & Decision Making |
| 14 | | Control |
| 15 | | FINAL EXAM |

II. Course Goals*:

The course will:

- A. Introduce the historical role of hospitality as well as the future of the industry. (I, II)
- B. Provide information on various types of hospitality facilities, as well as the managerial segments of each type of facility. (I, II, III)
- C. Teach different types of hospitality facilities and their appeal to specific market segments. (II, III, IV)
- D. Instruct on the role of legal and ethical managerial behavior. (I, II, III)
- E. Explore the current trends in the hospitality industry. (VII, V)
- F. Demonstrate knowledge of the role of human resources and cultural diversity in hospitality. (I, II, III, VI, VII)
- G. Introduce basic vocabulary associated with the hospitality industry. (I, II)

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

III. Expected Student Learning Outcomes*:

The student will be able to:

1. Explain the history of the lodging industry. (A, B, C, E, G)
2. Differentiate between various hospitality career opportunities. (A, B, C, D, F, G)
3. Explain the organizational structure of the various types of hotels. (B, C, D, E, F, G)
4. Identify industry leaders with their respective innovations and accomplishments. (A, B, E)

5. Differentiate between private ownership and franchise ownership. (A,B,G)
6. Discuss the impact of service to various segments of the lodging industry.(A, B, C, E, G)
7. Explain the impact of governmental regulation on the property owner/operator. (A,B,D,E)
8. Identify logical customer expectations based on the type of hospitality facility. (A, B, C)
9. Discuss non-managerial professional career opportunities. (A, F, G)
10. Explain the significance of cultural diversity on the hospitality industry. (A, F, G)
11. Identify approaches for dealing with cultural diversity in the workforce. (D, E, F, G)
12. Explain the basic types of cost control systems in hospitality. (B, E)
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)

* Capital letters after Expected Student Learning Outcomes reference the course goals 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:

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, 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 |
| 65 - 71 | D |

Below 65 F

V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

C. Accommodations for Disabilities:

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by sending email to disabilityservices@pstcc.edu, or visiting Goins 127, 132, 134, 135, 131. More information is available at <http://www.pstcc.edu/sswd/>.

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.