

Pellissippi State Community College
Master Syllabus

INTRODUCTION TO HOSPITALITY I
HSP 1200

Class Hours: 3.0
Credit Hours: 3.0
Revised: August 2009

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Catalog Course Description:

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.

Prerequisite: none

Textbooks and Other Supplies:

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

I. WEEK/ASSIGNMENT:

Week	Chapter	Topic
1	1	Hospitality Spirit
2	2, 3	Tourism The Hotel Business
3	4	Rooms Division Operations
4	5	Food and Beverage Operations
5	6	The Restaurant Business
6	7, 8	Restaurant Operations Managed Services
7	9	Beverages
8	10	Recreation Theme Parks, & Clubs
9	11	Gaming Entertainment
10	12, 13	Meetings, Conventions, Exhibitions Event Management
11	14	Leadership and Management
12	15	Hospitality Marketing
13	16	Human Resources Management
14	17	Accounting, Finance, and Cost Control
15	→	FINAL EXAM

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 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, II)

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 being developed. *Technological Literacy Outcome, Communication Outcome, Transitional Strategies*
2. Trace the history of a hospitality company in terms of its origin, leaders, founders, and specific offerings. The information will be presented in both written and oral report format *Transitional Strategies, 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, Technological 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. *Social/Behavioral Sciences Outcome*

IV. EXPECTATIONS FOR STUDENT PERFORMANCE:

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 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. (DE)
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)

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, 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: The grading scale is as follows:

92 - 100	A
89 - 91	B+
82 - 88	B
79 - 81	C+
72 - 78	C
65 - 71	D
Below 65	F

VI. POLICIES:

A. Attendance Policy:

Pellissippi State 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. (*Pellissippi State Online Catalog*)

B. Academic Dishonesty:

Plagiarism, cheating and other forms of academic dishonesty are prohibited. A student guilty of academic misconduct, either directly or indirectly through participation or assistance, is immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions that 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 Online Catalog*)

C. 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 Online Catalog*)

D. Accommodation for Disabilities:

Students who 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 going to Goins134 or 126 or by phone: 694-6751 (Voice/TTY) or 539-7153. More information is available at www.pstcc.edu/departments/swd/.