

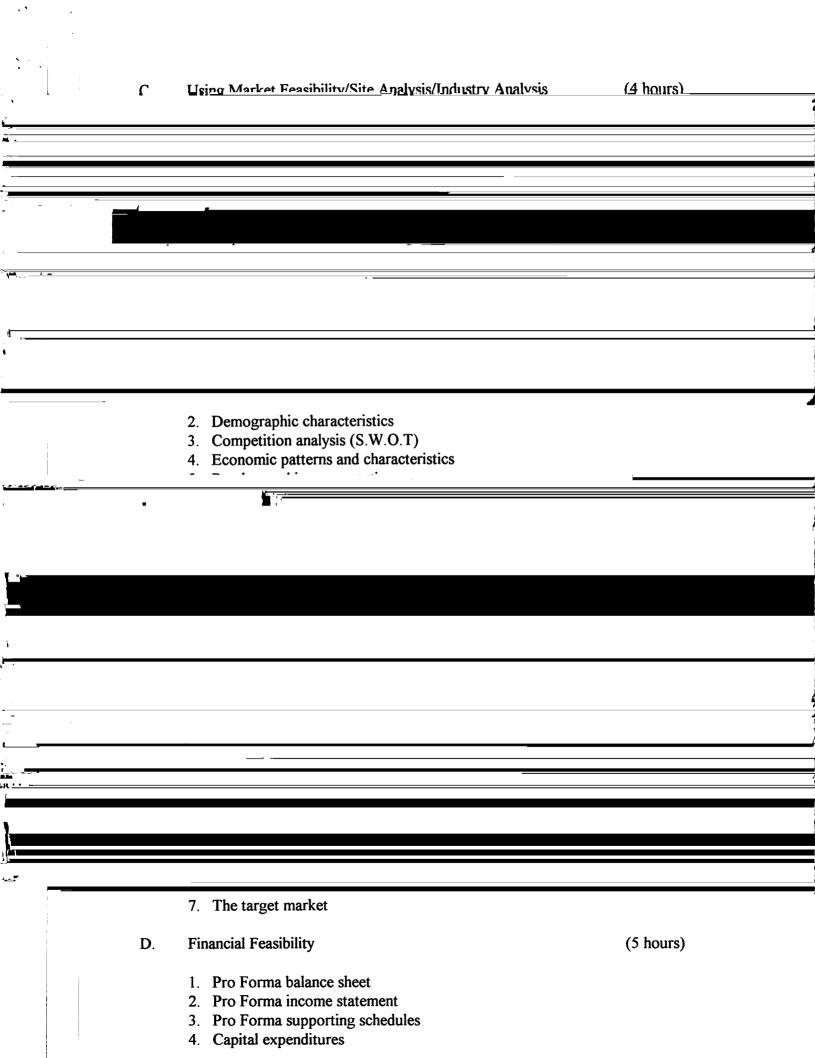
NEW SYLLABUS OF RECORD

I. Catalog Description
HMGT 470 Hospitality Business Model

3 class hours 0 lab hours 3 credit hours 3c-0l-3cr

Prerequisites: Senior status and permission of instructor

	Course provides the student with the opportunity to integrate and apply hospitality
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	H.	Design, Development and Planning	(3 hours)
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		1. Physical plant considerations	
		2. Interior space design considerations - facility layout	
		3. External facilities design characteristics - prototype sample	
		4. Management of the physical facility	
i		5. Life Safety Issues	
	I.	The Construction Phase: Building the Concept	(4 hours)
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		Operational layout and design drafting	
•		2. Material and equipment specification	
į		3. Code adherence	
		4. Bid procedure and strategies	
	1	5. Construction sequence	
	J.	Integrating a Marketing Plan	(4 hours)
		1. Consideration of Price, Product, Place, and Promotion	
		2. Presentation of Table Top and accessories	
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	K \.	Business Plan Review	(3 hours)
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V. Example Grading Scale

90% - 100%	Α
80% - 89%	В
70% - 79%	C
60% - 69%	D
59% and below	F

VI. Attendance Policy

As student learning is enhanced by class attendance and participation in discussions, the instructor encourages regular class attendance. The attendance policy of the instructor recognizes students= need to miss class because of illness or personal emergency.

VII. Required Textbooks, Supplemental Books and Readings

Required:

Instructor prepared packet

VII. Special Resource Requirements

None

IX. Bibliography

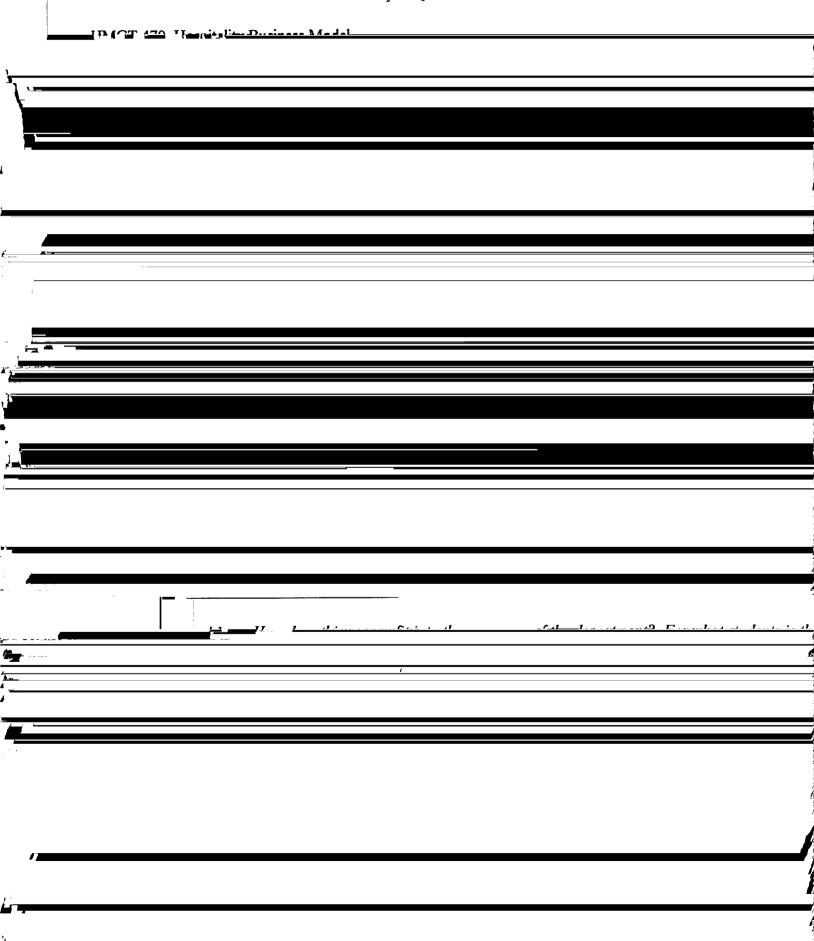
Almanza, B. A., Kotschevar, L., and Terrell, M., <u>Food Service Planning: Layout and Equipment</u>, 4th edition, Prentice Hall, Upper Saddle River, New Jersey, 2000.

Coltman, M. C., and Jagels, M. G., <u>Hospitality Management Accounting</u>, John Wiley & Sons, New York, New York, 2001.

Kotler, P., Bowen, J., and Makens, J., Marketing for Hospitality and Tourism., 2nd addition. Branch 1991 Union Saddle Biron Name 1999

•	Mill, R. C., <u>Restaurant Management</u> , <u>Customers</u> , <u>Operations</u> , and <u>Employees</u> , 2nd edition, Prentice Hall, Upper Saddle River, New Jersey, 2001.	
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	Prentice Hall, Upper Saddle River, New Jersey, 2001.	
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Course Analysis Questionnaire



credits to the learning experience of each student? Who will make this determination and by what procedures? This course will not be taken for variable credit. Do other higher education institutions currently offer this course? If so, please list A6. examples. Evidence has been found of other hospitality management programs in the United States offering pieces of this course but not of its holistic content. Is the content, or are the skills, of the proposed course recommended or required by a A7. professional society, accrediting authority, law or other external agency? If so, please provide documentation. Explain why this is content or these skills cannot be.

This is a specialized course for Hospitality Management students. This course requires explicit technical knowledge gleaned from Hospitality Management-specific course work.

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	Yes.
Secti	on C: Implementation
C1.	Are faculty resources adequate? If you are not requesting or have not been authorized to hire additional faculty, demonstrate how course will fit into the schedules of current faculty. What will be taught less frequently or in fewer sections to make this possible?
	Faculty resources in the department are adequate.
C2.	What other resources will be needed to teach this course and how adequate are the
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1	Two sections of this course will be offered each Fall and Spring semester.
i i	Two sections of this course will be offered each Fall and Spring semester.
C5.	Two sections of this course will be offered each Fall and Spring semester. How many sections of this course do you anticipate offering in any single semester?
C5.	How many sections of this course do you anticipate offering in any single semester?
C5.	
C5.	How many sections of this course do you anticipate offering in any single semester?
İ	How many sections of this course do you anticipate offering in any single semester? It is anticipated that one section per semester will be offered.

Part III. Letters of Support or Acknowledgement

Attached.

