

# Curriculum Proposal Lower Sierra University - Wide Undergraduate Curriculum

## Contact Person

## Email Address

Name: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**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

2. Demographic characteristics
3. Competition analysis (S.W.O.T)
4. Economic patterns and characteristics

7. The target market

D. Financial Feasibility

(5 hours)

1. Pro Forma balance sheet
2. Pro Forma income statement
3. Pro Forma supporting schedules
4. Capital expenditures

H. Design, Development and Planning (3 hours)

1. Physical plant considerations
2. Interior space design considerations - facility layout
3. External facilities design characteristics - prototype sample
4. Management of the physical facility
5. Life Safety Issues

I. The Construction Phase: Building the Concept (4 hours)

1. Operational layout and design drafting
2. Material and equipment specification
3. Code adherence
4. Bid procedure and strategies
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

K. Business Plan Review (3 hours)

## V. Example Grading Scale

90% - 100%	A
80% - 89%	B
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

## VIII. Special Resource Requirements

None

## IX. Bibliography

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

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

Kotler, P., Bowen, J., and Makens, J., Marketing for Hospitality and Tourism, 2<sup>nd</sup> edition, Prentice Hall, Upper Saddle River, New Jersey, 1999.

Mill, R. C., Restaurant Management, Customers, Operations, and Employees, 2nd edition, Prentice Hall, Upper Saddle River, New Jersey, 2001.

Prentice Hall, Upper Saddle River, New Jersey, 2001.

Sasborough, N. M. Effective Small Business Management: An

# Course Analysis Questionnaire

IPMGT 470 - Hospitality Business Model

--

1. The course content is relevant to the program's learning objectives.

*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.

A6. *Do other higher education institutions currently offer this course? If so, please list 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.

A7. *Is the content, or are the skills, of the proposed course recommended or required by a 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.

*Will any of this course be made available to students in the School of Continuing*

Yes.

### Section 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 current resources? If not adequate, what plans exist for achieving adequate? Describe*

C4

*How frequently do you expect this course to be offered? Is this course particularly*

Two sections of this course will be offered each Fall and Spring semester.

C5. *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.

C6

*How many sections of this course do you anticipate offering in any single semester?*

**Part III. Letters of Support or Acknowledgement**

Attached.

# Memo

To: Dr. Steven Shimmig

From: Joanne B. Steinetz

Date: 2/20/04 State: 2/20/04

g and Development

Re: FRM 470 Hospitality Operations Planning

... the dietetic majors who have been

... your participation in this process