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15 Nov 1999

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Emergency, Restaurant, and Institutional Management

Check All Appropriate Lines

COURSE

Intro Hospitality Indust

Suggested 20 character title

New Course*

Approval +

Class Description

Prerequisite

Prerequisite

Prerequisite

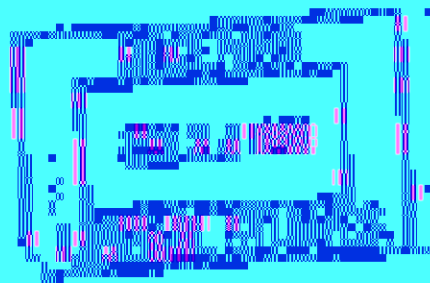
Director of Institutional Services

11/11/99

I Catalog Description

FIK 101 Introduction to Hospitality

... development and activities of the hospitality industry. Major components of the industry are discussed, including: Food, Beverage, Lodging, and Recreation.



Part II. Description of the Curriculum Change

B. Summary of Proposed Changes

(1) Old Title: HR 101 Introduction to Hospitality Management

New Title: HR 101 Introduction to the Hospitality Industry

(2) Old Course / Catalog Description:

Focuses on the development of the hospitality industry and career opportunities within the hotel and restaurant chains and independents. Guest speakers address various hospitality management topics.

New Course / Catalog Description:

A study of the development and current status of the hospitality industry. Major hotel, restaurant, and related area employers are profiled. Career opportunities are discussed. Guest speakers from various hospitality industry segments are featured.

(3) Objectives Revised

C. Justification / Rationale for Revision

Developments in technology, products, operations management philosophy

PROPOSED
SYLLABUS OF RECORD

I. **Catalog Description**

HT 101 Introduction to the Hospitality Industry 3 credits

3 lecture hours
0 lab hours
(3c-01-3cr)

Prerequisites: None

Major hotel, restaurant, and related area employers are profiled. Career opportunities are discussed. Guest speakers from various hospitality industry segments are featured

II. **Course Objectives**

- B. Travel and Tourism: Partners with Hospitality (3 lectures)**
1. Relationship of Hospitality to Travel and Tourism
 2. Marketing Hospitality and Tourism
 3. Effects of Hospitality and Tourism

- C. Global Issues and Hospitality (3 lectures)**
1. Economic Climate

3. Technological Innovations
4. Political Forces

- D. Dynamics of the Hospitality Industry (3 lectures)**
1. Evolution of Lodging Facilities
 2. Classifying Lodging Properties
 3. Types of Lodging Ownership

- E. Hotel Development (3 lectures)**
1. Overview of the Process
 2. Choosing the Right Location
 3. Feasibility

4. Financing

- F. Hotel Management and Operations (3 lectures)**
1. Basic Management Structure
 2. Human Resource Management Issues
 3. Referrals and Rating Systems

- G. Contemporary Food Service Concepts (3 lectures)**
1. Market, Concept, and Menu
 2. Commercial Food Service

5. Social Issues

- I. Beverage Management (3 lectures)
 - 1. Trends in Beverage Consumption
 - 2. Wines
 - 3. Liquors
 - 4. Malt Beverages
 - 5. Risk Management / Liquor Liability

- J. Strictly Business (3 lectures)
 - 1. Meetings, Conventions, and Expositions
 - 2. Sales and Service Management

- K. Leisure Activities and Hospitality (3 lectures)
 - 1. Clubs
 - 2. Bed and Breakfasts
 - 3. Country Inns
 - 4. Recreational Facilities
 - 5. Theme Parks

- L. Focus on the Future (3 lectures)
 - 1. Demographics of the Future
 - 2. Global Economy
 - 3. ~~Ethics in Hospitality~~

- M. Building for Success (3 lectures)
 - 1. Basic Business Skills
 - 2. Steps to a Career in Hospitality
 - 3. Getting the Job

- N. Examinations (3 lectures)

- O. Final Examination / Culminating Activity (2 hours)

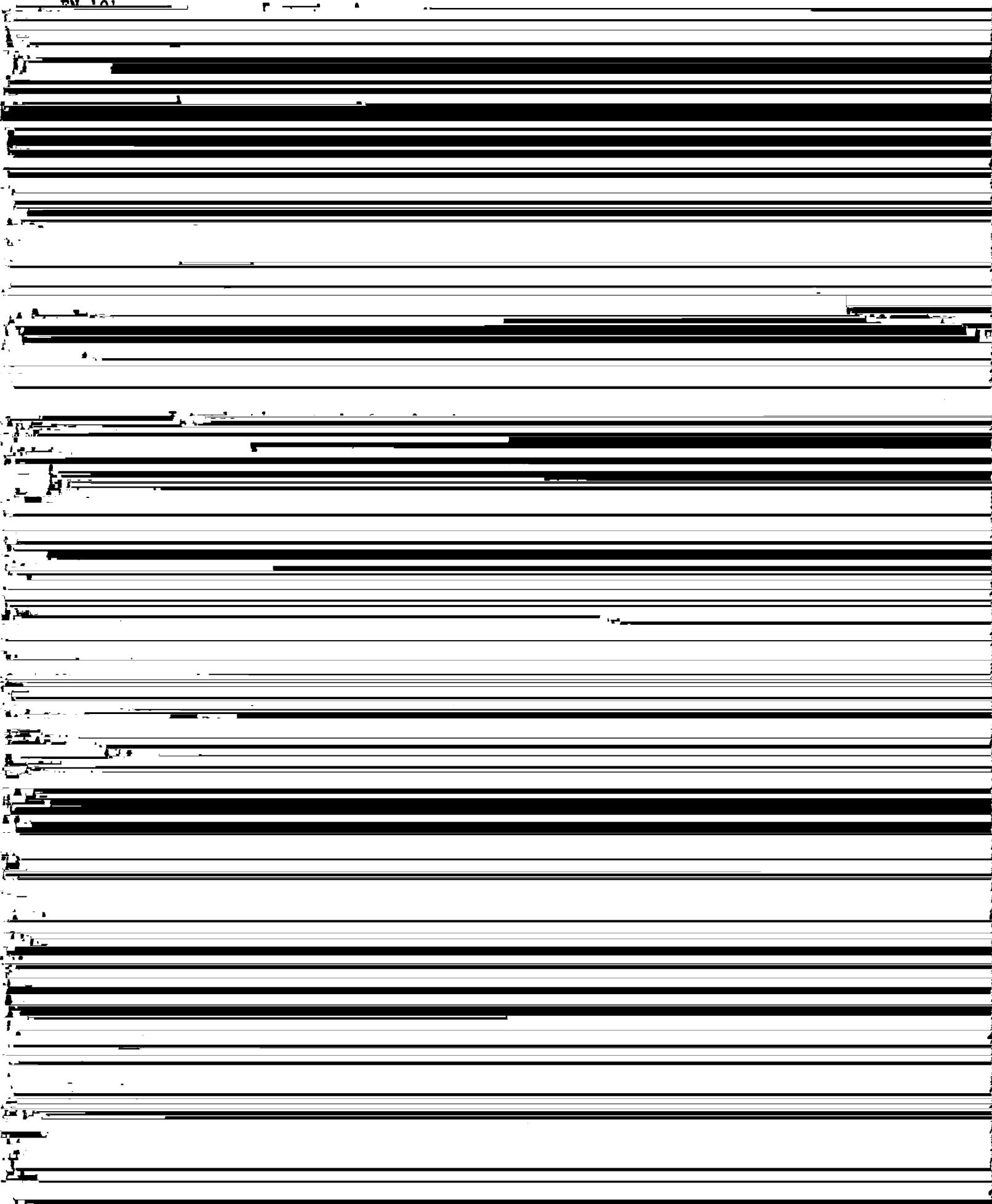
IV. Evaluation Methods

The final grade will be determined as follows:

25% Research Paper Each student will prepare a 5 – 8 page paper on an

Walker, J., (1999) Introduction to Hospitality, Prentice Hall, Upper Saddle
River New Jersey.

FM 101



J. Fast Food and Franchising

K. The Private Club

L. People Who Shaped the Industry

IV. Evaluations

A. Three multiple-choice, true-false tests.

B. Oral presentations with paper on hospitality related topic.

C. Two written critiques of Foodservice and Lodging Club guest speakers.

V. Text

Lundberg, D. 1979. The Hotel and Restaurant Business, 3rd edition, CBI Publishing Company, Inc., Boston.

VI. Supplementary Provisions

None required

VIII. Jeffrey A. Miller

January 30, 1984

Part III Letters of Support

[The page contains multiple horizontal lines for writing, but no text is present.]