

Central Texas College
Syllabus for HAMG 1321
Introduction to the Hospitality Industry

Semester Hours Credit: 3

Instructor: _____

Office Hours: _____

I. Introduction

- A. Introduction to the Hospitality Industry introduces students to the various elements of the Hospitality field. It provides an in-depth overview of the world's largest and fastest growing business. Topics include growth, development and organization of the foodservice and lodging industries; human resources; marketing; security, engineering and maintenance of hospitality facilities; and career opportunities within the hospitality industry.
- B. HAMG 1321, Introduction to the Hospitality Industry, is a required course for an Associate in Applied Science degree in Hotel Management, Restaurant and Culinary Management, and Food and Beverage Management. This course is also required for Culinary Arts, Restaurant Operations, Institutional Food Service Operations, Rooms Division, and Food and Beverage Management certificates of completion.
- C. Prerequisites: none
- D. Alphanumeric coding used throughout this syllabus denotes integration of the Secretary's Commission on Achieving Necessary Skills (**SCANS**) occupational competencies (**CA, C1, 2, B, etc.**) and foundation skills (**B, C1, 2, FA, etc.**) for this course. The instructor will ensure the designated **SCANS** competencies and skills are addressed in the course. A detailed description of each competency/skill is contained in "A **SCANS** Report for America".

II. Learning Outcomes

Upon successful completion, the student will be able to:

- A. Explain the relation of lodging and food and beverage operations to the travel and tourism industry.
- B. Describe the scope of the travel and tourism industry and its economic impact on the local, national, and international levels.

- C. Cite opportunities for education, training, and career development in the hospitality industry.
- D. Summarize the origins of the European and American lodging and food service industries.
- E. Describe the effects of globalization on the hospitality industry.
- F. Evaluate and discuss several major factors, developments, and trends which have affected lodging and food service operations in recent years and which will continue to affect the industry in the future.
- G. Compare and contrast the effects on the industry of franchising, management contracts, referral organizations, independent and chain ownership, and condominium growth.
- H. Identify the general classifications of hotels and describe the most distinctive features of each.
- I. List the common divisions or functional areas of hotel organization (rooms, food and beverage, engineering, marketing and sales, accounting, human resources, and security) and explain the responsibilities and activities of each.
- J. Outline the functional areas or departments typically found in each hotel division.
- K. List and explain the major classification of food services, beginning with the distinction between commercial and institutional operations.
Outline the organization, structure, and functional areas in commercial and institutional food service operations.

The following SCANS competencies and foundation skills will be covered in this course:

- 1. Competencies
 - a. Resources
 - (1) Time **(CA1)**
 - (2) Money/Budget **(CA2)**
 - (3) Materials/Facilities **(CA3)**
 - (4) Human Resources **(CA4)**
 - b. Interpersonal Skills
 - (1) Teamwork **(CB1)**
 - (2) Teaches others **(CB2)**
 - (3) Leadership **(CB4)**
 - (4) Cultural Diversity **(CB6)**

- c. Information
 - (1) Acquires/evaluates (CC1)
 - (2) Organizes/maintains (CC2)
 - (3) Interprets/communicates (CC3)
 - d. Systems
 - (1) Understands (CD1)
 - (2) Monitors/corrects (CD2)
 - (3) Improves/designs (CD3)
2. Foundation Skills
- a. Basic Skills
 - (1) Reading (FA1)
 - (2) Writing (FA2)
 - (3) Listening (FA4)
 - (4) Speaking (FA5)
 - b. Thinking Skills
 - (1) Reasoning (FB6)
 - c. Personal Qualities
 - (1) Responsibility (FC1)
 - (2) Self-esteem (FC2)
 - (3) Sociability (FC3)
 - (4) Self-management (FC4)
 - (5) Integrity/honesty (FC5)

III. Instructional Materials

The instructional materials identified for this course are viewable through www.ctcd.edu/books

IV. Course Requirements

- A. Class Attendance: Refer to the CTC Catalog for a detailed policy. You are expected to attend each class period, be on time and stay the full class period or be counted absent. You are responsible for all course material missed due to absence. The instructor does not provide class notes for classes missed. (FC1, FC4)
- B. Reading Assignment: Read text assignments prior to class and be prepared to discuss the text material, answering instructor questions orally with well-organized thoughts and ideas. (FA1, FA5, CC3)
- C. Written Assignments: The instructor will assign at least one writing assignment such as a case analysis, research paper, article repost, etc. Written assignments must be completed in order to receive a passing course grade. (FA2, FA5)

- D. Student Preparation and Study Requirements: Each student is expected to develop an effective personal time management and study schedule that will enable him or her to master the learning outcomes listed previously. **(FC1, FC4, CA1)**

V. Examinations

- A. Scheduled Examinations: **(CC1, FC2)**

There will be two major scheduled examinations, as follows:

1. Midterm Exam
2. Final Exam

The exam schedule and material covered on each exam will be provided by the instructor on the first day of class. The type of exam questions (essay, multiple choice, and fill-in) will be specified by the instructor during pre-exam reviews.

- B. Quizzes: The instructor may administer quizzes, to encourage student participation for class periods. There will be no makeup for quizzes. **(FC4)**

VI. Semester Grade Computations

- A. Summary of requirements point values:

Exams 2 each (250 points each)	500 points
Written Assignment:	100 points (CC2,3; FA1,2)
Attendance/participation	<u>100 points</u> (FC3)
Total Possible Points	700 points

- B. Letter grades will be assigned based on total points earned as follows:
(Note: Pop quiz points will be added and point/letter grade requirements will be adjusted as required.)

630-700	A	418-488	D
560-629	B	0-417	F
489-559	C		

VII. Notes and Additional Instructions

- A. Course Withdrawal: It is the student's responsibility to officially withdraw from a class if circumstances prevent attendance. Any student who desires to, or must, officially withdraw from a course after the first scheduled class meeting must file a Central Texas College Application for Withdrawal (CTC Form 59). The withdrawal form must be signed by the student.

CTC Form 59 will be accepted at any time prior to Friday, the 12th week of classes during the 16-week fall and spring semesters. The deadline for sessions of other lengths is:

10-week session	Friday of the 8 th week
8-week session	Friday of the 6 th week
5-week session	Friday of the 4 th week

The equivalent date (75% of the semester) will be used for sessions of other lengths. The specific last day to withdraw is published each semester in the Schedule Bulletin.

A student who officially withdraws will be awarded the grade of “W,” provided the student’s attendance and academic performance are satisfactory at the time of official withdrawal. Students must file a withdrawal application with the College before they may be considered for withdrawal.

A student may not withdraw from a class for which the instructor has previously issued the student a grade of “F” or “FN” for nonattendance.

- B. Administrative Withdrawal: An administrative withdrawal may be initiated when the student fails to meet College attendance requirements. The instructor will assign the appropriate grade on CTC Form 59 for submission to the registrar.
- C. Incomplete Grade: The College catalog states, “An incomplete grade may be given in those cases where the student has completed the majority of the course work but, because of personal illness, death in the immediate family, or military orders, the student is unable to complete requirements for a course...” Prior approval from the instructor is required before the grade of “I” is recorded. A student who merely fails to show for the final examination will receive a zero for the final and an “F” for the course.
- D. Cellular Phones: Cellular phones and any electronic devices will be turned off while the student is in the classroom or laboratory. The use of a laptop computer must be approved by the instructor.
- E. Americans with Disabilities Act (ADA): Disability Support Services provides services to students who have appropriate documentation of a disability. Students requiring accommodations for class are responsible for contacting the Office of Disability Support Services (DSS) located on the central campus. This service is available to all students, regardless of location. Explore the website at www.ctcd.edu/disability-support for further information. Reasonable accommodations will be given in accordance with the federal and state laws through the DSS office.
- F. Instructor Discretion: The instructor reserves the right of final decision in course requirements.

G. Civility: (FC3) Individuals are expected to be cognizant of what a constructive educational experience is and respectful of those participating in a learning environment. Failure to do so can result in disciplinary action up to and including expulsion.

H. Honesty and Integrity: (FC5) All students are required and expected to maintain the highest standards of scholastic honesty in the preparation of all course work and during examinations. The following will be considered examples of scholastic dishonesty:

1. *Plagiarism:* The taking of passages from writing of others without giving proper credit to the sources.
2. *Collusion:* Using another's work as one's own; or working together with another person in the preparation of work, unless joint preparation is specifically approved in advance by the instructor.
3. *Cheating:* Giving or receiving information on examinations.

Students guilty of scholastic dishonesty will be administratively dropped from the course with a grade of "F" and will be subject to disciplinary action.

VIII. Important Note regarding Feedback and Responsibility for Learning

I. **Feedback:** Feedback is the return of data/information about the result of a process and is an important part of the learning process. Feedback in the course will be provided via test scores, graded assignments, and/or instructor evaluation of the student's progress. You are encouraged to take advantage of the many avenues for feedback available to you. For example, office hours are established primarily to provide the student access to the instructor to discuss academic guidance. I am also generally available before and after class to meet with you. E-mail is another easily available medium to obtain feedback. Additional feedback may be provided at the discretion of the instructor or on your request.

1. *Instructor:* As your instructor I will organize and present the course material in a manner designed to facilitate the learning process. I will evaluate your progress periodically via writing assignments and exams and provide feedback on your performance via exam scores, exam critiques, and critique of your writing assignments, etc. I am also available before and after each class period and during office hours to discuss your performance and answer questions.
2. *Student:* **As the student you are ultimately responsible for your success in this course.** It is your responsibility to attend class regularly, prepare for class by reading assigned text material, participate in class

discussions, ask questions when required to improve your understanding, prepare for and complete exams, and complete all other assignments.

IX. Course Outline

A. Unit One: Chapters 1-4

1. Learning Outcomes: Upon successful completion of this unit, the student will be able to:
 - a. Discuss the history of hospitality through the ages.
 - b. Describe the characteristics of the hospitality industry.
 - c. Explain corporate philosophy and Total Quality Management.
 - d. Discuss the many facets of service and why it has become such an important part of the hospitality industry.
 - e. Suggest ways to improve service.
 - f. Discuss current trends in the hospitality industry.
 - g. Describe hotel ownership and development via hotel franchising and management contracts.
 - h. Explain the diamond rating classification of hotels.
 - i. Classify hotels by type, location, and price.
 - j. Discuss the concept and growth of vacation ownership.
 - k. Discuss sustainable/green lodging.
 - l. Identify trends influencing the hotel business.
 - m. Outline the duties and responsibilities of key executives and department heads.
 - n. Draw an organizational chart of the rooms division of a hotel and identify the executive committee members.
 - o. Describe the main functions of the rooms division.
 - p. Describe property management systems and discuss yield management.
 - q. Calculate occupancy percentages, average daily rates, and actual percentage of potential rooms revenue.
 - r. Outline the importance of the reservations and guest services functions.
 - s. List the complexities and challenges of the concierge, housekeeping, and security/loss prevention departments.
 - t. Describe the duties and responsibilities of a food and beverage director and other key department heads.
 - u. Describe a typical food and beverage director's day.
 - v. State the functions and responsibilities of the food and beverage departments.
 - w. Perform computations using key food and beverage operating ratios.

2. Learning Activities:
 - a. Classroom lecture/discussion. **(FA4)**
 - b. Reading assignments. **(FA1)**
 - c. Homework and other assignments. **(CC1, FC1)**
3. Unit Outline: Follow the sequence of unit learning outcomes.

B. Unit Two: Chapters 5-8

1. Learning Outcomes: Upon successful completion of this unit, the student will be able to:
 - a. List and describe the main grape varieties.
 - b. Suggest appropriate pairings of wine and food.
 - c. Identify the various types of beer.
 - d. List the types of spirits and their main ingredients.
 - e. Explain a restaurant's liability in terms of serving alcoholic beverages.
 - f. Describe the significance of classical cuisine.
 - g. Identify food trends and practices.
 - h. Identify the different characteristics of franchise, chain and independent restaurants.
 - i. Summarize menu planning.
 - j. Identify some of the top chain and independent restaurants.
 - k. Name the classifications of restaurants.
 - l. Describe a restaurant's front of the house.
 - m. Explain how restaurants forecast their business.
 - n. Describe restaurant service.
 - o. Describe front-and back-of-the-house systems.
 - p. Outline back –of –the- operations.
 - q. Summarize restaurant management financials.
 - r. Outline the different managed services segments.
 - s. Describe the five factors that distinguish managed services operations from commercial ones.
 - t. Explain the need for and trends in elementary and secondary school foodservice.
 - u. Describe the complexities in college and university foodservice.
 - v. Identify characteristics and trends in health care, business and industry, and leisure and recreation food service.
2. Learning Activities:
 - a. Classroom lecture/discussion. **(FA4)**

- b. Reading assignments. **(FA1)**
 - c. Homework and other assignments. **(CC1, FC1)**
3. Unit Outline: Follow the sequence of unit learning outcomes.

C. Unit Three: Chapters 9-11

1. Learning Outcomes: Upon successful completion of this unit, the student will be able to:

- a. Summarize the historical impact of transportation on tourism.
- b. Define tourism and describe the important international tourism organizations.
- c. Describe the benefits and prospects of tourism.
- d. Describe the economy impact on tourism.
- e. Identify the promoters of tourism.
- f. Summarize the sociocultural impact of tourism.
- g. Describe ecotourism.
- h. Discuss the relationship of recreation and leisure to wellness.
- i. Explain the origins and extent of government sponsored recreation.
- j. Distinguish between commercial and noncommercial recreation.
- k. Name and describe various types of recreational clubs.
- l. Identify the major U.S. theme parks.
- m. Describe the operations of a country club.
- n. Outline the history of modern casinos.
- o. Describe the various components of modern casino hotels.
- p. Explain how casinos have been integrated into larger hospitality operations.
- q. Understand the basic principles of casino operations
- r. Discuss the different positions within the gaming industry.

2. Learning Activities:

- a. Classroom lecture/discussion. **(FA4)**
- b. Reading assignments. **(FA1)**
- c. Homework and other assignments. **(CC1, FC1)**

3. Unit Outline: Follow the sequence of unit learning outcomes.

D. Unit Four: Chapters 12-14

1. Learning Outcomes: Upon successful completion of this unit, the student will be able to:
 - a. List the major players in the convention industry.
 - b. Describe destination management companies.
 - c. Describe the different aspects of being a meeting planner.
 - d. Explain the different types of meetings, conventions, and expositions.
 - e. List the various venues for meetings, conventions, and expositions.
 - f. Define a special event.
 - g. Describe what event planners do.
 - h. Classify special events.
 - i. Outline the skills and abilities required for event management.
 - j. Identify the main professional organizations and associations involved with the special events industry.
 - k. Identify the characteristics and practices of leaders.
 - l. Define leadership.
 - m. Differentiate between leadership and management.
 - n. Identify the characteristics and practices of management.
 - o. Define management.
 - p. Discuss ethics in hospitality.

2. Learning Activities:
 - a. Classroom lecture/discussion. **(FA4)**
 - b. Reading assignments. **(FA1)**
 - c. Homework and other assignments. **(CC1, FC1)**

2. Unit Outline: Follow the sequence of unit learning outcomes.