



THE HOSPITALITY INDUSTRY

3-0-3.0

Date: 3/17/10

COURSE NUMBER: HOS 140

PREREQUISITE(S): RDG 100, ENG 100

CO-REQUISITE(S): None

COURSE DESCRIPTIONS

This course is a survey of the hospitality industry and the principles of operations of both lodging and food service industries. Areas to be covered include the evolution of the industry and the impact of hospitality on both the economic and socio-cultural environments in the United States and as well as the global area. Students will also have the opportunity to study and observe the inner workings of hotel, food service, and event planning industries.

TEXTBOOK(S): Walker, John R., Introduction to the Hospitality Industry. 5th edition. New Jersey: Prentice Hall 2008. ISBN #0-1351-3928-7

REFERENCE(S): None

OTHER REQUIRED MATERIALS, TOOLS, AND EQUIPMENT: Computer with Internet access, Internet Explorer 5.0 or higher or other current browser, Java, word processing software (must be able to save Word format), and anti-virus software.

METHOD OF INSTRUCTION: This course will be taught via the Internet using online lecture notes, discussion board, and electronic messaging.

GRADING SYSTEM:

90	-	100	=	A
80	-	89	=	B
70	-	79	=	C
60	-	69	=	D
Below	-	60	=	F

The standard mathematical procedure of rounding will be applied to arrive at a whole number percentage in final grade calculation.

**GRADE
CALCULATION
METHOD:**

Assignments and Discussion Boards	=	30%
Unit Tests	=	30%
Mid-term Project	=	10%
Final Project	=	10%
Final Exam	=	20%
	=	<u>100%</u>

CONFIDENTIALITY:

All students' e-mail addresses may be available to other students in the class. Although some assignments in an online course may encourage or require peer communication, the instructor will make every effort to protect the confidentiality of any personal communication (for example, grades). However, you should recognize that e-mail and other electronic media are not secure; there is no guarantee of the privacy of your e-mail or other personal information.

**APPROPRIATE
ONLINE BEHAVIOR:**

The use of Spartanburg Community College's website, e-mail service or course management software for creation and/or distribution of material not pertaining to course participation is prohibited and is grounds for dismissal according to College policy under "disruptive behavior." Such actions, include, but are not limited to:

- Inappropriate use of email and discussion boards for:
 - ✓ Harassment
 - ✓ Unlawful solicitation
 - ✓ "Spamming"
 - ✓ "Flaming"
- Use of online editing tools within the course management software to:
 - ✓ Create offensive material
 - ✓ Link to inappropriate materials

**ATTENDANCE
POLICY:**

An electronic e-mail is required from each student to the instructor by the end of the drop/add period. At this time the Instructor will drop the student from the course if it is not received.

Instructors maintain attendance records. However, it is the student's responsibility to withdraw from a course. A student who stops attending the online class and fails to initiate a withdrawal will remain on the class roster. *With this in mind, for every assignment, test or exam not completed while still enrolled in the course the student will receive a grade of zero and the final course grade will be calculated accordingly.*

Withdrawal Policy: During the first 75% of the course, a student may initiate withdrawal and receive a grade of W. A student cannot initiate a withdrawal during the last 25% of the course. Extenuating circumstances require documentation and approval by the appropriate department head and academic dean.

**ACADEMIC
CONDUCT:**

ACADEMIC DISHONESTY: Students are expected to uphold the integrity of the College's standard of conduct, specifically in regards to academic honesty. All forms of academic dishonesty including, but not limited to, cheating on assignments/tests, plagiarism, collusion, and falsification of information will call for disciplinary action. Disciplinary action imposed may include one or more of the following: written reprimand, loss of credit for assignment/test, termination from course, and probation, suspension, or expulsion from the College. For further explanation of this and other conduct codes, please refer to the Student Handbook.

**CLASS/LAB
PROCEDURES:**

The textbook is a learning resource. It is the responsibility of the student to read all chapters and submit assignments as scheduled. Additional outside materials will be integrated with instructor's notes, websites/links, and textbook companion website.

ACCOMMODATIONS:

Students who need special accommodations in this class because of a documented disability should notify Student Disability Services. You may contact Student Disability Services by calling, (864) 592-4811, toll-free 1-800-922-3679; via email through the Spartanburg Community College web site at www.sccsc.edu/SDS/; or by visiting the office located in the Dan Lee Terhune Student Services Building, room 112 of the Spartanburg Community College campus. By contacting Student Disability Services early in the semester, students with disabilities give the College an

opportunity to provide necessary support services and appropriate accommodations.

Program Director

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**COURSE OUTCOMES
& OBJECTIVES:**

Upon satisfactory completion of this course, the student will be able to:

- I. Evaluate role of MGT, MKT and HR in the hospitality industry
 1. Describe functions of management
 2. Summarize leadership styles
 3. Outline supervisor's role in decision-making, problem solving
 4. Explain role of job descriptions and specifications
 5. Outline the importance of employee orientation
 6. List the various management strategies
 7. Discuss legal issues related to the workplace

- II. Outline the evolution of the hospitality industry from ancient to present time
 1. Define hospitality and the philosophy of the hospitality industry
 2. Trace the growth and development of the hospitality and tourism industries
 3. Outline the economic and sociocultural impacts of tourism in US and foreign
 4. Identify professional organizations and discuss their role(s)

III. Evaluate the lodging industry in terms of classification and development

1. Describe development of US lodging industry
2. Discuss financial aspects of hotel development
3. Classify hotels by type, location and price
4. Draw an organizational chart of the management structure of a hotel and outline duties for each level
5. Calculate occupancy percentage and ADR
6. Discuss concept of yield management
7. List all departments associated with hotels
8. Identify current trends with the industry

IV. Evaluate the food service industry in terms of classification and development

1. Describe the history and evolution of Culinary Arts
2. Describe the various cuisines and contributions of leading culinarians
3. Discuss importance of menu planning
4. List classifications of restaurants
5. Name and describe various types of services
6. Describe key points in food production, purchasing, receiving, storing, and issuing
7. Explain key points of controllable expenses, fixed costs, and operating ratios
8. Outline the functional areas and tasks of a foodservice manager
9. Describe the various types of managed services
10. Identify current trends in the industry

V. Evaluate the beverage industry in terms if classification and development

1. Evaluate the relationship of beverages to food
2. List the various types of wine and describe the wine-making process
3. List the various types of spirits
4. Outline the history of coffee and other non-alcoholic beverages
5. ID local, state and federal laws pertaining to the purchase and service of alcoholic beverages
6. Discuss Draw Shop Act and liquor law liability

- VI. Evaluate the recreation & leisure industry in terms of classification and development
 1. Discuss relationship of recreation and leisure to wellness
 2. Discuss the origin and extent of government sponsored recreation
 3. Distinguish between commercial and non-commercial recreation
 4. Name and describe various types of recreational clubs
 5. Identify current trends in the industry

- VII. Evaluate the gaming industry in terms of classification and development
 1. Outline the history of the gaming industry
 2. Describe the various activities related to gaming
 3. Discuss the controversy surrounding gaming
 4. Identify current trends in the industry

- VIII. Evaluate the meeting and event planning industry in terms of classification and development
 1. Name the main hospitality industry associations
 2. Describe the various types of meetings
 3. Differentiate between a meeting, an exposition and a convention
 4. Describe the role of the meeting planner
 5. Explain the primary responsibility of the CUB
 6. List the steps in event management
 7. Identify current trends in the industry