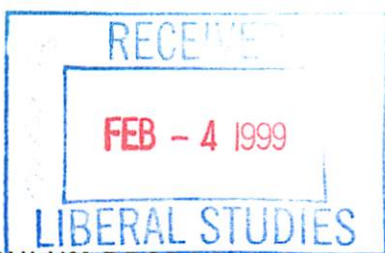


LSC Use Only
Number: _____
Submission Date: _____
Action-Date: _____



UWUCC USE Only
Number: 98-45a
Submission Date: App 4/29/99
Action-Date: Senate App 5/4/99

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Mr. Jeffrey Miller
Dr. Lincoln Marshall Phone 4440
Department Hotel, Restaurant, and Institutional Management

II. PROPOSAL TYPE (Check All Appropriate Lines)

 COURSE .Intro Hsptlty Indust
Suggested 20 character title

 New Course* _____
Course Number and Full Title

XX **Course Revision** HR 101 Introduction to Hospitality
Course Number and Full Title

 Liberal Studies Approval+ _____
for new or existing course Course Number and Full Title

 Course Deletion _____
Course Number and Full Title

XX **Number and/or Title Change** HR 101 Introduction to Hospitality
Old Number and/or Full Old Title
HR 101 Hospitality Industry
New Number and/or Full New Title

XX **Course or Catalog Description Change** HR 101 Hospitality Industry
Course Number and Full Title

 PROGRAM: **Major** **Minor** **Track**

 New Program* _____
Program Name

 Program Revision* _____
Program Name

 Program Deletion* _____
Program Name

 Title Change _____
Old Program Name

_____ New Program Name

III. Approvals (signatures and date)

[Signature] *[Signature]*
Department Curriculum Committee Department Chair

Mary E. Sweeney 2/1/99 Carleen P. Zoni
College Curriculum Committee College/Dean

+Director of Liberal Studies (where applicable) *Provost (where applicable)



I. Catalog Description

HR 101 Introduction to the Hospitality Industry

(3c-01-3sh)

Prerequisites: None

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.



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, corporate entities, and concepts over the past decade requires revision of the course content in order for it to remain an accurate study of the current status of the hospitality industry.

PROPOSED SYLLABUS OF RECORD

I. Catalog Description

HR 101 Introduction to the Hospitality Industry 3 credits
3 lecture hours
0 lab hours
(3c-01-3cr)

Prerequisites: None

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.

II. Course Objectives

1. Students will demonstrate an understanding of the history and traditions of the various components of the hospitality industry.
2. Students will be able to identify the major departments and key personnel within industry operations.
3. Students will demonstrate an understanding of the relationships between travel, tourism, and the hospitality industry.
4. Students will be able to demonstrate an understanding of the basic hospitality operations concept of major industry companies.
5. Students will be able to recognize the primary skills and experiences that are common traits of successful hospitality managers.
6. Students will identify the components of a successful career search strategy for securing hospitality industry employment.

III. Course Outline

- A. Welcome to the Hospitality Industry (3 lectures)
1. Scope of the Hospitality Industry
 2. The Mission and Product of the Industry

- 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
 - 2. Demographic Trends
 - 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
 - 3. Contract Food Service

- H. Culinary Arts and Food Service Operations (6 lectures)**

 - 1. Historical Overview of Cooking and Culinary Arts
 - 2. Elements of Fine Dining
 - 3. Menu Planning and Development
 - 4. Production Cycle

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:

75% Tests. Three short answer, completion, true-false tests. 100 points each.

25% Research Paper. Each student will prepare a 5 – 8 page paper on an instructor-approved topic, based upon a perceived area of career interest. Papers will be graded on content and mechanics. 100 points.

Grading Scale:

90 – 100	A
80 - 89	B
70 - 79	C
60 - 69	D
0 - 59	F

V. Required textbooks, supplemental books and readings

Textbook: Chon, K., and Sparrowe, R., (1995) Welcome to Hospitality – An Introduction, South-Western Publishing Company, Cincinnati, Ohio.

VI. Special resource requirements

Students will be required to reference hospitality industry trade journals which will be made available in the HRIM department.

VII. Bibliography

Axler, B. and Litrides, C., (1990) Food and Beverage Service, John Wiley and Sons, Inc., New York, New York.

Riegel, C. and Dallas, M., (1998) Hospitality and Tourism Careers: a blueprint for success, Prentice Hall, Inc., Upper Saddle River, New Jersey.

Stipanuk, D., and Roffmann, H., (1996) Facilities Management, Educational Institute of the American Hotel & Motel Association, East Lansing, Michigan.

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

I. Catalog Description

Introduction to the hospitality industry; aspects of serving the public, current management principles, operation of hospitality food and lodging facility. (3 hours lecture)

II. Course Objectives:

Upon completion of this course a student will be able to:

- A. write a brief history of the origins and traditions of the hospitality industry.
- B. define hospitality and its many components.
- C. outline the major departments of a modern hospitality operation.
- D. explain the function of the front office; including reservation procedures, role of the clerk, and bookkeeping; credit requirements.
- E. define the role of the food and beverage departments in a hospitality operation.
- F. define stress as it occurs in management of a technology with rapid growth such as the hospitality facility.
- G. plan, prepare and utilize a career development schedule/plan for his/her use in the field.
- H. explain the function of financing in the lodging industry.

III. Course Outline by Topic

- A. Introduction to Hospitality
- B. The Developing Hotel/Motel
- C. Hotel/Motel Finances and Building
- D. Hotel/Motel Operations
- E. Hotel Food and Beverage Operations
- F. The Resort Business
- G. The Restaurant Business
- H. Restaurant Operations
- I. The Kitchen

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

This course change does not affect other departments, therefore a letter of support was not obtained.