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Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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Proposing Department/Unit Hotel, Restaurant, & Institutional Management	Phone 7-4440

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply) <input checked="" type="checkbox"/> New Course <input type="checkbox"/> Course Prefix Change <input type="checkbox"/> Course Deletion <input type="checkbox"/> Course Revision <input type="checkbox"/> Course Number and/or Title Change <input type="checkbox"/> Catalog Description Change	
HMGT 310 Professional Development in the Hospitality Industry	
<i>Current Course prefix, number and full title</i> <i>Proposed course prefix, number and full title, if changing</i>	
2. Additional Course Designations: check if appropriate <input type="checkbox"/> This course is also proposed as a Liberal Studies Course. <input type="checkbox"/> Other: (e.g., Women's Studies, Pan-African) <input type="checkbox"/> This course is also proposed as an Honors College Course.	
3. Program Proposals <input type="checkbox"/> New Degree Program <input type="checkbox"/> Program Title Change <input type="checkbox"/> Other <input type="checkbox"/> New Minor Program <input type="checkbox"/> New Track <input type="checkbox"/> Catalog Description Change <input type="checkbox"/> Program Revision	
<i>Current program name</i> <i>Proposed program name, if changing</i>	
4. Approvals	
Department Curriculum Committee Chair(s)	<i>[Signature]</i> 1-15-03
Department Chair(s)	<i>[Signature]</i> 1-15-03
College Curriculum Committee Chair	<i>[Signature]</i> 3-10-03
College Dean	<i>[Signature]</i> 28/1/2003
Director of Liberal Studies *	
Director of Honors College *	
Provost *	
Additional signatures as appropriate: (include title)	
UWUCC Co-Chairs	<i>[Signature]</i> 4/22/03

* where applicable

NEW SYLLABUS OF RECORD

I. Catalog Description

HMGT 310 Professional Development in the Hospitality Industry	2 class hours 0 lab hours 2 credit hours (2c-0l-2cr)
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Prerequisite: HMGT 256

Provides the student with an opportunity to identify and design industry-specific job search strategies, techniques, and skills including resume and cover letter writing, interviewing, portfolio development, and strategies to attain career success within in the Hospitality Industry.

II. Course Objectives

Upon completion of this course, the student will:

- A. explore the processes involved in achieving Hospitality Industry career goals.
- B. examine the self-assessment process to match Hospitality management career demands.
- C. identify and explore the influence of personal values on Hospitality Industry career lifestyle choices.
- D. investigate sources of information about Hospitality management positions.
- E. learn about Hospitality Industry-specific career job search strategies, including informational interviewing, networking and electronic job search techniques.
- F. write an effective Hospitality Industry resume and cover letter.
- G. complete a Hospitality Management Portfolio.
- H. professionally be prepared for various job interview formats utilized in the Hospitality Industry.

III. Course Outline

- A. **Personal Assessment: Key to Hospitality Success** (1 hour)
 - 1. Differences between a job and career in the Hospitality Industry
 - 2. Choosing and changing careers in the Hospitality Industry

- B. **Building Success in the Hospitality Industry** (2 hours)
 - 1. Building self-esteem in the world of hospitality
 - 2. Identifying personal goals in relation to demands of the Hospitality Industry.

- C. **Value Clarification: Dilemmas in the Hospitality Industry** (1 hour)
 - 1. Defining your values vs. the values of the industry
 - 2. Needs vs. motivators and how they determine industry success.

- D. **Critical Hospitality Industry Success Factors** (2 hours)
 - 1. Identifying personal preferences vs. the Hospitality Industry's requirements
 - 2. Identifying areas of career interest within the Hospitality Industry

- E. **Critical Hospitality Management Skills Assessment** (2 hours)
 - 1. Defining the skills demanded by the Hospitality Industry
 - 2. Identifying transferable skills from other fields to hospitality
 - 3. Personality traits valuable to the Hospitality Industry

- F. **The World and Your Hospitality Management Career** (2 hours)
 - 1. Equality in the workforce of the Hospitality Industry
 - 2. The changing hospitality management workplace
 - 3. Hospitality employment trends of the 21st Century

- G. Researching Opportunities in the Hospitality Industry (2 hours)
1. Hospitality career paths and common industry organizational charts
 2. Hospitality Industry career publications
 3. Computerized career information sources
- Mid-Term Examination (2 hours)
- H. Making the Hospitality Career Decision (2 hours)
1. Successful career decision-making strategies
 2. Establishing realistic hospitality management career goals
- I. Targeting the Hospitality Management Job Search (2 hours)
1. Designing a comprehensive job search strategy
 2. The Job Search: Tradition and Non-Traditional approaches
- J. Preparing a Competitive Hospitality Management Portfolio (2 hours)
1. Steps in Preparing the Portfolio: Traditional / Electronic
- K. The Hospitality Management Resume (2 hours)
1. Types of general resumes
 2. Resume format specifically for Hospitality Industry employment
- L. Cover Letter Development for Hospitality Industry Employment (2 hours)
- M. Completing Hospitality Industry Application Forms (1 hour)
- N. Interviewing Successfully in Hospitality (2 hours)
1. Interview Guidelines
 2. Components of a typical hospitality interview
 3. How to identify and respond to illegal interview questions

4. Body language
5. Professional hospitality interview attire for men and women
6. Dining etiquette for hospitality interview situations
7. Salary negotiation

- O. Future Focus (1 hour)
1. How to earn a promotion
 2. Strategies for Success as a Hospitality Industry Manager
- Culminating Activity (2 hours)

IV. Evaluation Methods

- A. The academic progress in this course will be evaluated on the basis of the following:

1. Successful completion of workshop modules
2. Submitted Portfolio (including resume and cover letter)
3. Completion of all examinations
4. Career counseling session with instructor and Career Services.

- B. The final grade for the course will be determined as follows:

35% WORKSHOP MODULES. The workshop assignments will be utilized to apply theoretical information to actual Industry application. Each workshop is to be typed or word-processed unless otherwise stipulated.

25% TESTS. Two tests (mid-term and final) will consist of multiple choice, completion, true-false, and short-essay. The final exam will be a comprehensive examination of course material.

30% PORTFOLIO: Traditional and Electronic Guidelines for format will be provided in class.

10% CAREER COUNSELING SESSIONS. Each student is required to make a career counseling appointment with the instructor and Career Services.

V. Example Grading Scale

90 – 100%	A
80 – 89%	B
70 – 79%	C
60 – 69%	D
59 or below	F

VI. Required Textbook

Instructor Approved Packet

VII. Special Resource Requirements

1. Each student will need access to a computer to complete the various workshop modules, portfolio, resume and cover letter.
2. Each student will need to purchase a portfolio binder in order to complete the portfolio assignment.

VIII. Bibliography

Crispin, Gerry, and Mehler, Mark, The 2002 Directory to Jobs, Resumes and Career Management on the World Wide Web, Jist Works, 2001.

Dikel, Margaret Riley, and Roehm, Frances, The Guide to Internet Job Searching, NTC/Contemporary Publishing, New York, New York, 2000.

Edwards, Paul , Finding Your Perfect Work, Putnam Publishing, New York, New York, 1998

Goldman, Michael, The Potato Chip Difference: How to Apply Leading Edge Marketing Strategies to Landing the Job You Want, Dialogue Press, New York, New York, 2001.

Samuels, Jack B., and Foucar-Szocki, Reginald, Guiding Your Entry into the Hospitality, Recreation and Tourism Mega-Profession, Prentice-Hall, Upper Saddle River, New Jersey, 1999.

Williams, Anna, and Hall, Karen, Creating Your Career Portfolio, Second Edition, Prentice-Hall, Upper Saddle River, New Jersey, 2001.

Course Analysis Questionnaire

Section A: Details of the Course

A1. How does this course fit into the programs of the department? For which students is the course designed? (majors, students in other majors, liberal studies). Explain why this content cannot be incorporated into an existing course.

The Professional Development in the Hospitality Industry is designed for Hospitality Management majors. This course provides the student with an opportunity to explore effective strategies that can be utilized in achieving their hospitality management career goals. Due to the specific modalities required in successfully delivering the information, this course content would not effectively be incorporated into an existing course.

A2. Does this course require changes in the content of existing courses or requirements for a program? If catalog descriptions of other courses or department programs must be changed as a result of the adoption of this course, please submit as separate proposals all other changes in courses and/or program requirements.

The course does not require any changes in the content of existing courses. The course will become a required course in the proposed curriculum change.

A3. Has this course ever been offered at IUP on a trial basis (e.g. as a special topic) If so, explain the details of the offering (semester/year and number of students).

This course has not been offered.

A4. Is this course to be a dual-level course? If so, please note that the graduate approval occurs after the undergraduate.

This course will not be offered as a dual level course.

A5. If this course may be taken for variable credit, what criteria will be used to relate the credits to the learning experience of each student? Who will make this determination and by what procedures?

This course will not be offered as a variable credit course.

A6. Do other higher education institutions currently offer this course? If so, please list examples (institution, course title).

a. Conrad Hilton School of Hotel and Restaurant Management: Professional Development; Etiquette and Protocol in Social Settings

b. Michigan State University: Hospitality Business Professional Development I and II

c. Purdue University: Hospitality Career Planning

d. Florida International University: Careers in Hospitality Management

7. 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.

No professional society, accrediting authority, law or other external agency recommends the content or skills of this course.

Section B: Interdisciplinary Implications

B1. Will this course be taught by instructors from more than one department or team taught within the department? If so, explain the teaching plan, its rationale, and how the team will adhere to the syllabus of record.

This course will be taught by one instructor.

B2. What is the relationship between the content of this course and the content of courses offered by other departments? Summarize your discussions (with other departments) concerning the proposed changes and indicate how any conflicts have been resolved. Please attach relevant memoranda from these departments that clarify their attitudes toward the proposed change(s).

The content of this course does not conflict with the content of courses offered by other departments.

B3. Will this course be cross-listed with other departments? If so, please summarize the department representatives' discussions concerning the course and indicate how consistency will be maintained across departments.

This course will not be cross-listed.

B4. Will seats in this course be made available to students in the School of Continuing Education?

Students from the School of Continuing Education may register for this course.

Section C: Implementation

C1. Are faculty resources adequate? If you are not requesting or have not been authorized to hire additional faculty, demonstrate how this course will fit into the schedule(s) of current faculty. What will be taught less frequently or in fewer sections to make this possible? Please specify how preparation and equated workload will be assigned for this course.

No additional faculty resources will be required.

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 adequacy? Reply in terms of the following:

- *Space
- *Equipment
- *Laboratory Supplies and other Consumable Goods
- *Library Materials
- *Travel Funds

Current classroom space and equipment available on campus are sufficient for this course.

No additional laboratory supplies or consumable goods will be needed.

Current library materials are acceptable.

No travel funds will be needed for this course.

C3. Are any of the resources for this course funded by a grant? If so, what provisions have been made to continue support for this course once the grant has expired? (Attach letters of support from Dean, Provost, etc.)

No resources for this course are being funded by a grant.

C4. How frequently do you expect this course to be offered? Is this course particularly designed for or restricted to certain seasonal semesters?

It is anticipated that this course will be offered once a year.

C5. How many sections of this course do you anticipate offering in any single semester?

One section will be offered each year.

C6. How many students do you plan to accommodate in a section of this course? What is the justification for this planned number of students?

The enrollment in the course will only to the number of available seats in the classroom.

C7. Does any professional society recommend enrollment limits or parameters for a course of this nature? If they do, please quote from the appropriate documents.

No professional society recommends enrollment limits for this course.

C8. If this course is a distance education course, see the Implementation of Distance Education Agreement and the Undergraduate Distance Education Review Form in Appendix D and respond to the questions listed.

Section D: Miscellaneous

Include any additional information valuable to those reviewing this new course proposal.

Part III. Letters of Support or Acknowledgement

As this course does not affect other departments, a letter of support or acknowledgement is not necessary.