

FLORIDA STATE COLLEGE AT JACKSONVILLE

COLLEGE CREDIT COURSE OUTLINE

COURSE NUMBER:	HFT 1000
COURSE TITLE:	Introduction to Hospitality Management
PREREQUISITE(S):	None
COREQUISITE(S):	None
CREDIT HOURS:	3
CONTACT HOURS/WEEK:	3
CONTACT HOUR BREAKDOWN:	
Lecture/Discussion:	3
Laboratory:	
Other _____:	
FACULTY WORKLOAD POINTS:	3
STANDARDIZED CLASS SIZE ALLOCATION:	25
CATALOG COURSE DESCRIPTION:	
<p>This course is an overview of the hospitality industry which is composed of lodging, food and beverage, transportation, retail outlets, and special events. The management of hotels, motels, restaurants, kitchens, travel agencies, theme parks, casinos, and country clubs are introduced. This orientation course presents the history, organization, opportunities and challenges that exist in the many careers that make up the dynamic world of hospitality management. Examples of selected topics include: pioneers and leaders in hotel, restaurant and culinary management; independent and chain hotels, restaurants franchising and management contracts, cultural diversity, ethics and quality service management.</p>	
SUGGESTED TEXT(S):	Brymer, Hospitality Management: <u>Introduction to the Industry</u> , 7th Edition: Kendal Hunt, 1995.
IMPLEMENTATION DATE:	May 25, 1984
REVIEW OR MODIFICATION DATE:	Fall Term, 1996 (971) Fall Term, 2002 (20031) Fall Term, 2008 (20091) - Outline Review 2007

COURSE TOPICS	<u>CONTACT HOURS PER TOPIC</u>
I. Overview of the Lodging, Restaurant and Culinary Industry	3
II. Past, Present, and Future of the Lodging Restaurant and Culinary Industry	2
III. Careers in the Lodging, Restaurant and Culinary Industry	2
IV. Ownership and Affiliation in Hospitality Industry (Independent, Chains, Franchising Management Companies, Referral Association)	4
V. Quality Service Management and Its Importance	2
VI. Restaurant Management	5
VII. Culinary Management	5
VIII. Hotel Management	5
IX. Travel and Tourism	4
X. Travel Agency Management	2
XI. Club Management	2
XII. Theme Parks	2
XIII. International Lodging (Restaurant and Culinary)	2
XIV. Cultural Diversity in the Work Place	2
XV. Laws and Ethics Relating to the Lodging, Restaurant and Culinary Industry	3

PROGRAM TITLE: Hospitality Management
COURSE TITLE: Introduction to Hospitality Management
CIP NUMBER: 0206.07990

LIST PERFORMANCE STANDARD ADDRESSED:

NUMBER(S): TITLE(S):

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

- 01.01 Conduct a job search.
- 01.02 Secure information about a job.
- 01.03 Identify documents that may be required when applying for a job.
- 01.04 Complete a job application form correctly.
- 01.05 Demonstrate competence in job interview techniques.
- 01.06 Identify or demonstrate appropriate responses to criticism from employer, supervisor, or other persons.
- 01.07 Identify acceptable work habits.
- 01.08 Discuss how to make job changes appropriately.
- 01.09 Demonstrate acceptable employee health habits.

02.0 APPLY HUMAN RELATIONS, LEADERSHIP AND COMMUNICATIONS SKILLS--The student will be able to:

- 02.03 Apply verbal skills.
- 02.04 Apply writing skills.
- 02.05 Demonstrate appropriate dress, grooming, posture, and hygiene.
- 02.06 Present oral reports.

03.0 APPLY MATHEMATICS SKILLS--The student will be able to:

- 03.01 Apply basic mathematics skills.

06.0 IDENTIFY THE ORGANIZATION AND FUNCTIONS OF THE HOSPITALITY INDUSTRY--

The student will be able to:

- 06.01 Identify career opportunities in the hospitality industry.
- 06.02 Trace the development of the hospitality industry.
- 06.03 Analyze the organizational structure of hotel operations.
- 06.04 Identify the mission of food and beverage departments.
- 06.05 Identify the mission of personnel, accounting, and sales.
- 06.06 Analyze future trends in hospitality industry.

19.0 DEMONSTRATE FOOD AND BEVERAGE MANAGEMENT AND SERVICES--The student will be able to:

- 19.01 Trace growth and development of food and beverage industry.

LIST PERFORMANCE STANDARD ADDRESSED: (continued)

NUMBER(S): TITLE(S):

19.02 Identify basic management functions.

19.40 Discuss trends in food and beverage industry.

20.0 DEMONSTRATE KNOWLEDGE OF FOOD PURCHASE AND PRODUCTION--The student will be able to:

20.01 Discuss development of food service industry.

20.02 Identify kitchen operations.

22.0 DEMONSTRATE KNOWLEDGE OF CONVENTION MANAGEMENT AND SERVICES--The student will be able to:

22.01 Discuss the scope and segments of convention market.

24.0 DEMONSTRATE KNOWLEDGE OF RECREATION MANAGEMENT--The student will be able to:

24.01 Identify competitive marketing strategy.

25.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:

25.01 Define entrepreneurship.

25.02 Describe the importance of entrepreneurship to the American economy.

