Syllabus

Course Number: CULA130

Credit Hours: 1

Course Title: The Hospitality Industry

Prerequisites: CULA100


Course Description: This course will allow the student to develop an understanding of the hospitality industry and career opportunities in the field. To investigate trade publications and professional organizations appropriate for continuing education. The students will become familiar with the organizational structure and basic functions of departments within hospitality and foodservice establishments.

Learning Outcomes:
At the end of this course the student will
A. Define hospitality and the philosophy of the hospitality industry.
B. Trace the growth and development of the hospitality and tourism industry.
C. Describe the various cuisines and contributions of leading culinarians.
D. Identify professional organizations within the field; explain purposes and benefits.

To achieve the learning outcomes, the student will
1. Discuss current issues facing the food service, lodging, travel/tourism and meeting management industry. (A)
2. Discuss the history of modern food service. (B)
3. Discuss the organization of modern kitchens. (B)
4. Demonstrate standards of professionalism. (C)
5. Discuss the forces for growth in the hospitality industry. (C)
6. List the forces shaping the hotel business. (D)
7. Evaluate career opportunities through participation in field trips and guest speakers in class. (B)
8. Discuss the role of service in the hospitality industry. (D)
9. Outline the organization, structure and functional areas in various hospitality organizations as a perspective for later courses in menu planning, purchasing, food production and service, food and beverage controls, management, etc. (B,C,D)
10. Discuss/evaluate industry trends as they relate to career opportunities and the future of the industry. (B)
11. Discuss and evaluate industry trade periodicals. (D)
12. Discuss professional ethics practiced in the industry. (D)

Course Grading
The grade for this course is based on unit tests, assignments, quizzes and daily grades

Grading Scale
90-100=A, 80-89 = B , 70-79 = C, 60-69 = D, 0-59 = F

6/13/06