

COURSE OUTLINE

OXNARD COLLEGE

- I. Course Identification and Justification:
- A. Proposed course id: CRM R100
Banner title: Principles of Hosp Industry
Full title: Principles of the Hospitality Industry

Previous course id: CRM R100
Banner title: Intro to Hospitality Industry
Full title: Introduction to the Hospitality Industry
 - B. Reason(s) course is offered:
This course fulfills certificate and degree requirements for Culinary Arts and Restaurant Management. The course will prepare students to enter the industry with a foundation of understanding different segments, diversity and growth of the Hospitality Industry. This course is transferable to the CSU. Co-listed with HM R100
 - C. Reason(s) for current outline revision:
Course title change will broaden the scope of topics discussed in this course as well as allow students to take it at any point in the program. Aligned with C-ID HOSP 100. Added DE appendix to allow students to learn via canvas and adjust around their work schedules.
 - D. C-ID:
 - 1. C-ID Descriptor:
 - 2. C-ID Status:
 - E. Co-listed as:
Current: HM R100
Previous: HM R100
- II. Catalog Information:
- A. Units:
Current: 3.00
Previous: 3.00
 - B. Course Hours:
 - 1. Weekly Meeting Hours:
Current: Lecture: 3.00 Lab: Other:
Previous: Lecture: 3.00 Lab: Other:
 - 2. Total Contact Hours:
Current: 48.00
Previous: 48.00 to 54.00

- C. Prerequisites, Corequisites, Advisories, and Limitations on Enrollment:
1. Prerequisites
Current:
Previous:
 2. Corequisites
Current:
Previous:
 3. Advisories:
Current:
Previous:
 4. Limitations on Enrollment:
Current:
Previous:
- D. Catalog description:
Current:
The course will provide an overview of the hospitality industry, its history and interrelationships of hotel, restaurant, travel, leisure industries, and introduce math concept applications in the culinary field. Students will also learn the importance of economic and social influences of leisure. Emphasis is on the attitude required of a person seeking a position in the industry.
Previous, if different:
- E. Fees:
Current: \$ None
Previous, if different: \$
- F. Field trips:
Current:
Will be required: []
May be required: [X]
Will not be required: []

Previous, if different:
Will be required: []
May be required: []
Will not be required: []
- G. Repeatability:
Current:
A - Not designed as repeatable
Previous:
A - Not designed as repeatable
- H. Credit basis:
Current:
Letter graded only [X]
Pass/no pass []
Student option []

Previous, if different:
Letter graded only []

Pass/no pass []
Student option []

- I. Credit by exam:
Current:
Petitions may be granted: [X]
Petitions will not be granted: []

Previous, if different:
Petitions may be granted: []
Petitions will not be granted: []

III. Course Objectives:

Upon successful completion of this course, the student should be able to:

- A. Identify specializations within the hospitality industry.
- B. Identify the organizational structures for hotels, restaurants, and the hospitality industry in general.
- C. Identify and understand terminology in the hospitality field.
- D. Illustrate good work ethics within the industry.
- E. Discuss career opportunities within the hospitality industry.
- F. Compute food cost percentages, recipe conversions, and yield percentages.

IV. Student Learning Outcomes:

- A. Students are proficient at understanding the discipline's basic content, principles, methodologies and perspectives central to the food service industry, e.g., segments of the industry, safe food handling, and food preparation.
- B. Students will be able to understand and identify specializations within the hospitality industry, i.e. executive chef, sous chef, general manager, department head, operations manager. Students will know responsibilities experience level and what type of organizations the above specialization would be employed.
- C. Students are capable of communication clearly and effectively with chefs and managers through verbal and/or nonverbal messages, e.g., using terms related to the field.

V. Course Content:

Topics to be covered include, but are not limited to:

- A. Growth and development of the hotel industry
- B. Size and scope of the hospitality industry
- C. Organization of hotel operations
- D. Food and beverage control and coordination
- E. Personnel policies
- F. Accounting practices for hotels, motels, and restaurants
- G. Career opportunities
- H. Trends in the hotel and restaurant field
 - I. Resort business
 - J. Travel and tourism
- K. Hotel/motel marketing
- L. Legal aspects of hotel, motel, and restaurant operations
- M. Management of hospitality operations
- N. Franchising of restaurants
- O. Terminology for hospitality industry
- P. Food sanitation

Q. Math applications in food service

VI. Lab Content:
None

VII. Methods of Instruction:

Methods may include, but are not limited to:

- A. Instructor-guided interpretation and analysis of course content, e.g., size and scope of the hospitality industry, career opportunities within different segments of the industry
- B. Student discussion groups in relationship to hospitality organizations, e.g., students' personal observations they make as patrons in relationship to good work ethics
- C. Student workbook assignments from related text, e.g., answering questions and defining terminology
- D. Video presentations on Hospitality Industry, e.g., world's largest hotel, personnel grooming, personal hygiene, customer relations, interviewing techniques

VIII. Methods of Evaluation and Assignments:

A. Methods of evaluation for degree-applicable courses:

Essays [X]

Problem-solving assignments (Examples: Math-like problems, diagnosis & repair) [X]

Physical skills demonstrations (Examples: Performing arts, equipment operation) []

For any course, if "Essays" above is not checked, explain why.

B. Typical graded assignments (methods of evaluation):

- 1. Text assignments related to weekly lecture content, such as analyzing food and beverage control
- 2. Periodic quizzes and or tests
- 3. Periodic progress checks
- 4. National Restaurant Assoc. (NRA) competencies in the general area of the hospitality industry.

C. Typical outside of classroom assignments:

- 1. Reading
 - a. Text readings and journal readings, e.g., Foodservice Director, Chef, Lodging Industry, Culinary Review
- 2. Writing
 - a. Term project from journal readings regarding the various areas in the hospitality industry, or student workbook project on a related textbook topics
- 3. Other
 - a. Preparation of oral presentations and/or field trip evaluations

IX. Textbooks and Instructional Materials:

A. Textbooks/Resources:

1. Tom Powers and Clayton Barrows (2012). *Introduction to the Hospitality Industry* (10th/e). Wiley.
 2. National Restaurant Association (2012). *Hospitality and Restaurant Management* (2nd/e). Columbus, OH Pearson.
- B. Other instructional materials:

X. Minimum Qualifications and Additional Certifications:

- A. Minimum qualifications:
1. Culinary Arts/Food Technology
 2. Hotel and Motel Services
 3. Restaurant Management
- B. Additional certifications:
1. Description of certification requirement:
 2. Name of statute, regulation, or licensing/certification organization requiring this certification:

XI. Approval Dates

Curriculum Committee Approval Date: 04/25/2018

Board of Trustees Approval Date: 05/08/2018

State Approval Date: 06/07/2018

Catalog Start Date: Fall 2018

XII. Distance Learning Appendix

A. Methods of Instruction

Methods may include, but are not limited to:

1. The instructor's online classroom would be used to achieve regularly scheduled contact hours, orientation, discussion sessions and testing sessions, and virtual office would be used. The required attendance of specifically scheduled participation in asynchronous discussion, objective exams and/or completion of online writing assignments would be comparable to traditional classroom contact. Additional contact methods may include online discussion groups using chat rooms to review and reinforce course material. This course may employ internet resources, publisher animations, short video clips, power point presentations, instructor's course content, e-mail and chat room.

B. Information Transfer

Methods may include, but are not limited to:

1. Chat/IM
2. Collaborative projects: group blogs, wikis
3. Course announcements
4. Discussion boards
5. E-Mail
6. Instructor-provided online materials
7. Lectures (recorded/streaming)
8. Messaging via the LMS
9. Modules on the LMS
10. Personalized feedback
11. Phone/voicemail
12. Podcasts/webinars/screencasts

13. Textbooks
14. Videoconferencing/CCCConfer/Skype

Course ID: 2375