HM R100: PRINCIPLES OF THE HOSPITALITY INDUSTRY

Originator
ahart

College
Oxnard College

Discipline (CB01A)
HM - Hospitality Management

Course Number (CB01B)
R100

Course Title (CB02)
Principles of the Hospitality Industry

Banner/Short Title
Principles of Hosp Industry

Credit Type
Credit

Start Term
Fall 2021

Co-listed (Same-as) Course(s)
CRM R100
Taxonomy of Programs (TOP) Code (CB03)

1306.30 - *Culinary Arts

SAM Priority Code (CB09)

C - Clearly Occupational

Control Number

CCC000594454

Primary Minimum Qualification

CULINARY ARTS/FOOD TECHNOLOGY

Department

Hospitality(HRM) (2137)

Division

Oxnard Career & Tech Ed

Catalog Course Description
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.

Taxonomy of Programs (TOP) Code (CB03)
1307.00 - *Hospitality

Course Credit Status (CB04)
D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)
B (Transferable to CSU only)

Course Basic Skills Status (CB08)
N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)
C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)
N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)
Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)
N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)
Y - Not Applicable

Course Noncredit Category (CB22)
Y - Credit Course

Funding Agency Category (CB23)
Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)
1 - Program Applicable

General Education Status (CB25)
Y - Not Applicable

Support Course Status (CB26)
N - Course is not a support course

Field trips
May be required

Grading method
Letter Graded

Alternate grading methods
Credit by exam, license, etc.

Does this course require an instructional materials fee?
No

Repeatable for Credit
No

Units and Hours

Carnegie Unit Override
No

In-Class

Lecture
Minimum Contact/In-Class Lecture Hours
52.5
Maximum Contact/In-Class Lecture Hours
52.5

Activity

Laboratory

Total in-Class

Total in-Class
Total Minimum Contact/In-Class Hours
52.5
Total Maximum Contact/In-Class Hours
52.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid

Unpaid

Total Outside-of-Class

Total Outside-of-Class
Minimum Outside-of-Class Hours
105
Maximum Outside-of-Class Hours
105

Total Student Learning

Total Student Learning
Total Minimum Student Learning Hours
157.5
Total Maximum Student Learning Hours
157.5

Minimum Units (CB07)
3
Maximum Units (CB06)
3

Student Learning Outcomes (CSLOs)	
	Upon satisfactory completion of the course, students will be able to:
1	Demonstrate a general knowledge of how hospitality businesses are organized and managed.
2	Demonstrate effective listening and communication skills to interact with customers and coworkers in a positive, professional, and ethical manner.
3	Demonstrate knowledge of how hospitality enterprises use standardized operating procedures to protect property and lives.

Course Objectives

	Upon satisfactory completion of the course, students will be able to:
1	Identify specializations within the hospitality industry.
2	Identify the organizational structures for hotels, restaurants, and the hospitality industry in general.
3	Identify and understand terminology in the hospitality field.
4	Illustrate good work ethics within the industry.
5	Discuss career opportunities within the hospitality industry.
6	Compute food cost percentages, recipe conversions, and yield percentages.

Course Content

Lecture/Course Content

1. Growth and development of the hotel industry
2. Size and scope of the hospitality industry
3. Organization of hotel operations
4. Food and beverage control and coordination
5. Personnel policies
6. Accounting practices for hotels, motels, and restaurants
7. Career opportunities
8. Trends in the hotel and restaurant field
9. Resort business
10. Travel and tourism
11. Hotel/motel marketing
12. Legal aspects of hotel, motel, and restaurant operations
13. Management of hospitality operations
14. Franchising of restaurants
15. Terminology for hospitality industry
16. Food sanitation
17. Math applications in food service

Laboratory or Activity Content

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Essays
Problem-Solving Assignments

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
Computer-aided presentations
Distance Education
Guest speakers
Lecture

Describe specific examples of the methods the instructor will use:

1. Instructor will use powerpoint presentations as well as open sourced resources like youtube videos for audio-visual presentations.
2. Virtual discussions will be utilized in distance education scenarios and guided topic discussions will be used while in person lectures are conducted.

3. Guest speakers like local chefs and restaurateurs will be used either via zoom for DE or in person for onsite lectures.
4. Lectures via zoom will be used for DE scenarios or on site lectures following the most recently adopted book.

Representative Course Assignments

Writing Assignments
1. Term project from journal readings regarding the various areas in the hospitality industry, or student workbook project on a related textbook topics
2. Students will analyze current and future market conditions of the hospitality industry and compare them to previous decades
3. Using analytical data from the stock market students will track market ebbs and flow and link them to current or past events to show the volatility of share values.

Reading Assignments
1. Text readings and journal readings, e.g., Foodservice Director, Chef, Lodging Industry, Culinary Review

Other assignments (if applicable)
1. Preparation of oral presentations and/or field trip evaluations

Outside Assignments

Representative Outside Assignments
1. Reading
    a. Text readings and journal readings, e.g., Food service 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

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

Area F: Ethnic Studies

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals
Resource Type
Textbook

Classic Textbook
Yes

Description
Tom Powers and Clayton Barrows (2012). *Introduction to the Hospitality Industry* (10th). Wiley.

Resource Type
Textbook

Classic Textbook
Yes

Description
National Restaurant Association (2012). *Hospitality and Restaurant Management* (2nd). Columbus, OH Peason. 0133086577

Resource Type
Textbook

Classic Textbook
No

Description
Walker, John R., Walker, Josielyn T., (2020) Introduction to Hospitality, 8th edition (or most recent edition), Pearson.

Distance Education Addendum

Definitions

Distance Education Modalities
Hybrid (51%–99% online)
Hybrid (1%–50% online)
100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.
Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.
Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Synchronous Dialog (e.g., online chat)	A set time each week may be provided when the instructor is available for synchronous chat to answer questions. Any Live meetings these will be recorded and provided to students in order to give equal access to any students would were not able to attend.
Asynchronous Dialog (e.g., discussion board)	Regular use of asynchronous discussion boards will encourage various types of interaction and critical thinking skills among all course participants. Questions and topics posed will allow students to discuss, compare and contrast, identify, and analyze elements of the course content. Other discussion boards may be used for Q&A and general class discussion by students and instructor to facilitate student success and strengthen student learning outcomes.
Other DE (e.g., recorded lectures)	Lectures can be recorded with ADA compliance if necessary for playback at anytime.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Synchronous Dialog (e.g., online chat)	A set time each week may be provided when the instructor is available for synchronous chat to answer questions. Any Live meetings these will be recorded and provided to students in order to give equal access to any students would were not able to attend.
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Other DE (e.g., recorded lectures)	Lectures can be recorded with ADA compliance if necessary for playback at anytime.

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Synchronous Dialog (e.g., online chat)	A set time each week may be provided when the instructor is available for synchronous chat to answer questions. Any Live meetings these will be recorded and provided to students in order to give equal access to any students would were not able to attend.
Asynchronous Dialog (e.g., discussion board)	Regular use of asynchronous discussion boards will encourage various types of interaction and critical thinking skills among all course participants. Questions and topics posed will allow students to discuss, compare and contrast, identify, and analyze elements of the course content. Other discussion boards may be used for Q&A and general class discussion by students and instructor to facilitate student success and strengthen student learning outcomes.
Other DE (e.g., recorded lectures)	Lectures can be recorded with ADA compliance if necessary for playback at anytime.

Examinations

Hybrid (1%–50% online) Modality
Online
On campus

Hybrid (51%–99% online) Modality
Online
On campus

Primary Minimum Qualification
CULINARY ARTS/FOOD TECHNOLOGY

Additional Minimum Qualifications

Minimum Qualifications
Restaurant Management

Review and Approval Dates

Department Chair
09/16/2020

Dean
09/16/2020

Technical Review
10/28/2020

Curriculum Committee
10/28/2020

DTRW-I
MM/DD/YYYY

Curriculum Committee
11/25/2020

Board
MM/DD/YYYY

CCCCO
MM/DD/YYYY

Control Number
CCC000562054

DOE/accreditation approval date
MM/DD/YYYY