

# New Undergraduate Course Proposal Form – Course submitted as HFT 3000

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## 1. Department and Contact Information

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| <u>Tracking Number</u><br>286           | <u>Date &amp; Time Submitted</u><br>2003-02-17 10:47:27.0 |   |
| <u>Department</u><br>DEA                | <u>College</u><br>Undergraduate Studies                   | <u>Budget Account Number</u><br>380600004 |
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## 2. Course Information

|  |                           |   |   |
|--|---------------------------|---|---|
| <u>Prefix</u>                          | <u>Number</u>             | <u>Full Title</u>                       |   |
| HFT                                    | 3003                      | Introduction to Hospitality and Tourism |   |
| Is the course title variable?          |                           |   | N |
| Is a permit required for registration? |                           |   | N |
| Are the credit hours variable?         |                           |   | N |
| <u>Credit Hours</u>                    | <u>Section Type</u>       | <u>Grading Option</u>                   |   |
| 3                                      | Class Lecture (Primarily) | Regular                                 |   |

Abbreviated Title (30 characters maximum)  
Intro to Hos and Tourism  
How will the course be offered?\*  
No response

## 6. Prerequisites

None

## 7. Corequisites

## 8. Co-Prerequisites

## 9. Course Description

An overview of the hospitality industry, including all of its related fields: restaurant; lodging; meetings, conventions and expositions. Also featured are the applications of the general marketing, human resources, leadership, and management.

## 10. Justification

A. Indicate how this course will strengthen the Undergraduate Program. Is this course necessary for accreditation or certification?

This is the foundation class for the New Bachelor of Science degree in Hospitality Management. This class is necessary for accreditation under the guidelines of Accreditation Commission for Programs In Hospitality Administration (ACPHA).

B. What specific area of knowledge is covered by this course which is not covered by courses currently listed?

This is a newly approved program and no courses are currently listed.

C. What is the need or demand for this course? (Indicate if this course is part of a required sequence in the major.) What other programs would this course service?

We anticipate a demand of 25-35 students each semester, that the class is offered.

D. Has this course been offered as Selected Topics/Experimental Topics course? If yes, what was the enrollment?

No

E. How frequently will the course be offered? What is the anticipated enrollment?

This class will be offered once a year. As demand increases the class will be offered as often as needed. Anticipated enrollment is 25-35 for first offering.

F. Do you plan to drop a course if this course is added? If so, what will be the effect on the program and on the students? (Please forward the nonsubstantive course change form regarding the course to be deleted to the Council secretary.)

No, this is a new degree.

G. What qualifications for training and/or experience are necessary to teach this course? (List minimum qualifications for the instructor.)

The instructor must have an earned doctorate in hotel, restaurant or business administration from an accredited university; evidence of teaching excellence; an outstanding record of scholarship. They need experience in curriculum design, accreditation, successful administration of classroom instruction, program assessment, good interpersonal skills and senior-level hotel and restaurant industry managerial experience.

On a short term emergency basis, an instructor with an MBA and currently working in the industry.

## 11. Other Course Information

### A. Objectives

This course was designed with a deep sense of appreciation for the diversity of traditions and cultures that shape the industry. In fact, while hospitality is an industry, its roots lie in social and cultural life. Today, leadership in the hospitality industry goes far beyond traditional skills in operations. Leaders must be able to understand and predict how hospitality will be affected by the changing world. Introduction to Hospitality describes hospitality in relation to social trends and cultural patterns. It will help you develop the leadership skills that are so important in this dynamic industry. One historical description of hospitality is the obligation people have to treat strangers with dignity, to feed them and provide them drink, and to protect

their safety. As the world becomes increasingly aware of its vast diversity, this □spirit of hospitality□ seems especially important. Welcome to Introduction to Hospitality!

## B. Learning Outcomes

The students that completes this course will: · Understand the career opportunities available in the industry. · Understand the challenges faced by professionals in hospitality management. · Be exposed to the trends that will have an impact on your future in the industry. · Be provided a global perspective on industry issues, both present and future. · Understand possible directions for educational and professional development. · Know the enthusiasm and excitement that are part of the hospitality spirit.

## C. Major Topics

Characteristics and corporate philosophy of the hospitality industry; Focus on Service; Success in Service; Internships & Career Paths interviewing etc.; Tourism; Development and Classification of the Hotel Business; Hotel and Rooms Division Operation; Hotel Operations: Food and Beverage Division; Development and Classification of the Culinary Arts and Restaurant Business; Restaurant Operations; Managed Services: Airlines Military Health Care; Beverage Mgmt; Recreation and Leisure; The Gaming Entertainment Industry; Meeting Conventions and Epositions; Marketing Human Resources and Culture; Leadership and Management

## D. Textbooks

John R. Walker, Introduction to Hospitality, 3rd. edition Prentice Hall, Upper Saddle River, New Jersey, 2001.