

Washtenaw Community College Comprehensive Report

CUL 100 Introduction to Food Service and Hospitality Industry Effective Term: Fall 2013

Course Cover

Division: Business and Computer Technologies

Department: Culinary and Hospitality Management

Discipline: Culinary Arts

Course Number: 100

Org Number: 13510

Full Course Title: Introduction to Food Service and Hospitality Industry

Transcript Title: Intro to Hospitality

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Course Change

Change Information:

Course title

Course description

Credit hours

Total Contact Hours

Pre-requisite, co-requisite, or enrollment restrictions

Outcomes/Assessment

Objectives/Evaluation

Rationale: Update to new curriculum.

Proposed Start Semester: Fall 2013

Course Description: In this course, students will be introduced to the hospitality industry including high quality customer service, servant leadership and sustainability. Students will trace the industry's history from founding culinarians and innovators through today's top industry leaders. Resources about professional pathways and organizations in the hospitality industry will be explored. This class includes off-campus tours, case studies, trend identification and a career opportunity focus. The title of this course was previously Introduction to Culinary Arts Industry.

Course Credit Hours

Variable hours: No

Credits: 2

Lecture Hours: Instructor: 30 Student: 30

Lab: Instructor: 0 Student: 0

Clinical: Instructor: 0 Student: 0

Total Contact Hours: Instructor: 30 Student: 30

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Level 2

Requisites

General Education

Request Course Transfer

Proposed For:

Eastern Michigan University
Ferris State University
Michigan State University

Student Learning Outcomes

1. Explore concepts and theories in the hospitality industry and report to the class

Assessment 1

Assessment Tool: Oral presentation which includes one supporting technology

Assessment Date: Fall 2014

Assessment Cycle: Every Three Years

Course section(s)/other population: All students

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of students will score 75% or higher.

Who will score and analyze the data: Departmental faculty

2. Identify individual preferences of employment within the industry through case studies, on-site tours and summary reflections.

Assessment 1

Assessment Tool: Summary reflection papers

Assessment Date: Fall 2014

Assessment Cycle: Every Three Years

Course section(s)/other population: All students

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 75% of students will score 75% or higher.

Who will score and analyze the data: Departmental faculty

3. Recognize quality customer service.

Assessment 1

Assessment Tool: National Restaurant Association exam.

Assessment Date: Fall 2014

Assessment Cycle: Every Three Years

Course section(s)/other population: All

Number students to be assessed: All

How the assessment will be scored: Exam is scored externally

Standard of success to be used for this assessment: 75% of the students will score 75% or higher

Who will score and analyze the data: Exam is externally scored. Data will be analyzed by departmental faculty

Course Objectives

1. Define the hospitality spirit, moments of truth and impact of high quality customer service in hospitality.

Matched Outcomes

2. Trace the growth and development of the hospitality industry.

Matched Outcomes

3. Describe the various cuisines and the contributions of leading historical and contemporary Culinarians.

Matched Outcomes

4. Identify professional organizations within the field; explain purposes and benefits of membership.

Matched Outcomes

5. Outline organizational structures and functional areas of various hospitality organizations with a focus on developmental knowledge for later courses in menu planning, purchasing, food production, service, food and beverage controls, management, etc.

Matched Outcomes

6. Evaluate career opportunities in hospitality through participation in field trips, guest speakers and professional profile examinations.

Matched Outcomes

7. Demonstrate time management practices, as required of hospitality professionals, such as being on-time, present and engaged.

Matched Outcomes

8. Discuss and evaluate industry trade periodicals, web sites and professional organizations.

Matched Outcomes

9. Discuss professional ethics, servant leadership and sustainability practices in the industry.

Matched Outcomes

10. Discuss and evaluate the benefits to shareholders and community with regard to the impact of high quality customer service, servant leadership and sustainable industry practices in hospitality.

Matched Outcomes

11. Discuss/evaluate industry trends as they relate to the future of the industry.

Matched Outcomes

New Resources for Course

Course Textbooks/Resources

Textbooks

NRAEF Manage First Program. *Customer Service*, 2 ed. Chicago: Prentice Hall, 2013, ISBN: 0132179326.

John Walker. *Exploring the Hospitality Industry*, 2 ed. New York?: Prentice Hall, 2011, ISBN: 0135118859.

Manuals

Periodicals

Software

Equipment/Facilities

Level III classroom

Off-Campus Sites

Computer workstations/lab

TV/VCR

Data projector/computer

Reviewer

Action

Date

Faculty Preparer:

Alice Gannon Boss

Faculty Preparer

Feb 08, 2013

Department Chair/Area Director:

Carol Deinzer

Recommend Approval

Feb 09, 2013

Dean:

Rosemary Wilson

Recommend Approval

Feb 12, 2013

Vice President for Instruction:

Stuart Blacklaw

Approve

Mar 12, 2013