

Northern Marianas College
CURRICULUM ACTION REQUEST

Effective Semester / Session: Spring 2005

Type of Action:

- New
- Modification
- Cancellation

Course Alpha and Number: TS 185

Course Title: Introduction to Food and Beverage Management

Reason for initiating, revising, or canceling:

To update the course to reflect changes in course description, course outline, instructional goals and course objectives, and latest edition of the textbook.

Jay Jee 12/15/04

Proposer Date

Jay Jee 12/15/04

Department Chair Date

[Signature] 5/10/05

English and Format Reviewer Date

[Signature] 5/10/05

Academic Council Chair Date

[Signature] 05/10/2005

Dean of Academic Programs and Services Date

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Course Guide

Course: TS 103 – Introduction to the Hospitality Industry

1. Department

Business

2. Purpose

A survey course designed to introduce students to the management of hotels and food service establishments in the tourism industry. This course will improve knowledge about technical skill requirements needed to understand the operation of hospitality facilities especially in the Northern Marianas Islands.

3. Description

A. Required/Recommended Textbook(s) and Related Materials

Required:

Powers, Thomas F. and Barrows, Clayton W. *Introduction to Management in the Hospitality Industry*, 7th edition. New York: John Wiley and Sons, 2003.

Readability level: Grade 12th

B. Contact Hours

1. **Lecture:** 45 per semester
2. **Lab:** None
3. **Other:**

C. Credits

1. **Number:** 3
2. **Type:** Regular Degree Credits

D. Catalogue Course Description

This introductory course is designed to introduce students to the history, development, organizational structure, industry trends, and likely direction of lodging and food service operations within the hospitality industry. Emphasis is placed on the management and operations of lodging properties and food/beverage establishments. Students are also exposed to various career opportunities that the hospitality industry offers. English Placement: EN 093/094

E. Degree or Certificate Requirements Met by Course

This course is offered for NMC regular credit toward an AAS degree in Hospitality Management or in the Certificate Program.

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F. Course Activities and Design

Instructional activities for the course will include lectures, videos, demonstrations, small and large group activities, field trips, projects, guest speakers, and individual assignments.

4. Course Prerequisite(s); Concurrent Course Enrollment; Required English/Mathematics Placement Level(s)

Prerequisites: none

English Placement Level: EN 093/094

5. Estimated Cost of Course; Instructional Resources Needed

Cost to the Student: Tuition and textbook

Cost to the College: Instructor's Salary, instructional materials: VCR, video tapes, chalk, and photocopying.

Instructional resources needed for this course include: TV, VCR, multimedia projector.

6. Method of Evaluation

End of the semester evaluation of students will be determined by informal feedback, attendance, quizzes and comprehensive examinations, and will also depend on individual and group work, and submitted assignments. NMC's grading and attendance policies will be followed.

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7. Course Outline

This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.

- 1.0 Introduction to the Hospitality Industry
 - 1.1 The world of hospitality, travel, and visitors
 - 1.2 Career opportunities
 - 1.3 The manager's role in the hospitality industry
- 2.0 Forces Affecting Growth and Change in the Hospitality Industry
 - 2.1 Supply and demand
 - 2.2 Workforce diversity
 - 2.3 The impact of labor scarcity
- 3.0 The Lodging (accommodations) Industry
 - 3.1 Early history and evolution of lodging
 - 3.2 The globalization of the lodging industry
 - 3.3 The organization and structure of lodging operations
 - 3.4 Hotel and motel operations
 - 3.5 Forces shaping the hotel business
 - 3.6 Competition in the lodging industry
- 4.0 The Food Service Industry
 - 4.1 The growth and development of food service
 - 4.2 The organization and structure of the food service industry
 - 4.3 The management and operation of food services
 - 4.4 Competitive forces in food service
 - 4.5 Issues facing food service
- 5.0 Functional areas in Hospitality Operations
 - 5.1 The engineering and maintenance division
 - 5.2 The marketing and sales division
 - 5.3 The rooms division
 - 5.4 The accounting division
 - 5.5 The human resources division
 - 5.6 The security division
- 6.0 You and Your Future
 - 6.1 The future of the industry

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- 6.2 Career opportunities worldwide and in the CNMI

- 7.0 The Travel and Tourism Industry
 - 7.1 Factors affecting travel and tourism
 - 7.2 Travel trends
 - 7.3 The economic significance of tourism
 - 7.4 Destinations: Tourism generators

- 8.0 Management in the Hospitality Industry
 - 8.1 The managerial revolution: A new way of thinking
 - 8.2 Hospitality management planning and organization
 - 8.3 Human resource management
 - 8.4 Control in hospitality management
 - 8.5 Leadership and directing
 - 8.6 The role of service

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8. Instructional Goals

This course will introduce students to:

- 1.0 The history and development of the travel industry;
- 2.0 Career opportunities in the hospitality segment of the industry both domestically and internationally;
- 3.0 The factors affecting the growth, change and globalization of the industry;
- 4.0 The structure and operations of the lodging segment of the industry; and,
- 5.0 The structure, management and operations of the food service segment of the industry.

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9. Student Competencies

Upon successful completion of this course, students will be able to:

- 1.0 Discuss the history and development of the travel industry;
- 2.0 Identify the career opportunities and trends in the hospitality industry, both in the CNMI and internationally;
- 3.0 Explain the factors affecting the growth, change and globalization of the industry;
- 4.0 Explain the structure and operations of the lodging segment of the industry; and,
- 5.0 Discuss the many facets involved in the management and operation of the food service segment of the industry.