

Course Title: Lodging II

Unit: 1	Management, Leadership and Human Resources
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<p>Content Standard(s) and Depth of Knowledge Level(s):</p>	<p>Students will:</p> <ol style="list-style-type: none"> 1. Explain the importance of management and leadership in the hotel and lodging industry. <ul style="list-style-type: none"> • Describing different management and leadership styles • Identifying the role of the hotel general manager and hotel owners 2. Compare management functions of hotels related to different types of ownership, including franchised, independent, and chain-affiliated properties. 3. Describe national standards and certification and licensing procedures related to the hotel and lodging industry. 4. Demonstrate skills necessary in the hospitality industry to communicate with guests, clients and vendors including business writing, making presentations, speaking and listening skills. 5. Analyze ways technology impacts and is used in the management and operation of the lodging industry. 6. Compare the annual operating budget for a small hotel property to a large convention hotel.
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<p>Learning Objective(s) and Depth of Knowledge Level(s):</p>	<p>Students will:</p> <ol style="list-style-type: none"> 1. Compare the different leadership and management styles used in the hotel and lodging industry. 2. Determine the role of the hotel general manager and hotel owners. 3. Evaluate the importance of management and leadership in the hotel and lodging industry. 4. Exhibit skills necessary in the hospitality industry to communicate with guest, clients and vendors. 5. Determine the function of human resources and management in the lodging industry. 6. Analyze skills that are necessary for effective management in the hospitality industry. 7. Assess how technology has impacted and is used in the management and operation of the lodging industry. 8. Analyze an annual operating budget for a small hotel property to a large convention hotel. 9. Compare management functions of hotels related to types of hotel ownership. 10. Analyze national standards, certification and licensing practices as they relate to the hospitality and lodging industry. 11. Assess importance and role of upper management and human resources department.
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<p>Essential Question(s):</p>	<p>What management skills are necessary for effective leadership in the hospitality and lodging industry? How does this impact the establishment?</p> <p>What are the management functions of hotels related to types of ownership?</p> <p>What national standards, certification, and licensing procedures are mandated for the hotel and lodging industry?</p> <p>What skills are necessary in the hospitality industry to communicate with guests, clients, and vendors?</p> <p>How has technology impacted the hotel and lodging industry?</p> <p>How is technology used in the management and operation of the lodging industry?</p> <p>How does an annual budget of a small hotel property compare to a larger convention hotel?</p>
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
<p>I. Management, Leadership, and Human Resources</p> <p>A. Importance of Management and Leadership in the Hotel and Lodging Industry</p> <ol style="list-style-type: none"> 1. Different management and leadership styles 2. Roles of the hotel general manager and hotel owners 	<p>Turn and Share: Determine leadership and teamwork qualities to aid in creating a pleasant working atmosphere.</p> <p>Group Investigation: Students working in groups research different management and leadership styles. Each group will present their management and leadership style to the class. Students will record each group's information on the Management and Leadership Styles Chart.</p> <p>Simulation/Role Playing: Students will be provided with role play situations on different management styles. They role play the situations and the class discusses the impact of the management style on the situation described in the role play.</p> <p>S.W.O.T.: Students research the topic of management roles and styles used in the lodging industry. They use the S.W.O.T. strategy to record the information found in their research. Report Out.</p> <p>Position Paper: Students write a position paper on which management style is best. Report Out.</p>	<p>Lead Questions</p> <p>Guidelines for Investigation Rubric Computer Internet References Web sites References Lead Questions Management and Leadership Styles Chart</p> <p>Guidelines for Role Playing Rubric References Role Play Situations Lead Questions</p> <p>Guidelines for S.W.O.T. Rubric Computers Internet Web sites References Lead Questions</p> <p>Guidelines for Position Paper Rubric Computer Internet Web sites References</p>

<p>B. Management Functions of Hotels Related to Different Types of Ownership</p> <ol style="list-style-type: none"> 1. Franchised 2. Independent 3. Chain-affiliated properties 	<p>PowerPoint Presentation:</p> <ul style="list-style-type: none"> • Management Functions of Hotels • Types of Ownerships <p>Guest Speaker: A hotel manager and/or human resources manager discusses management functions of hotels and types of ownerships.</p> <p>Interviews: Students develop a questionnaire to determine the functions of a hotel managerial staff. They interview two hotel staff personnel. They compile their findings. Share Out.</p> <p>National Hotel Poster: Students select a national hotel chain to research. They find the hotel on the Internet and describe the information found on the hotel's Web site. They create a poster on the hotel. Share Out</p> <p>Brochure on Types of Hotels: Students develop a brochure on the types of hotels. They provide examples of each of the types of hotels found in the state of Alabama. Share Out.</p>	<p>PowerPoint Presentation Computer CTX Lead Questions</p> <p>Arrangements for Guest Speaker Lead Questions</p> <p>Guidelines for Activity Rubric Arrangements for Interviews Lead Questions Computer Internet Web sites References Names of Hotel Staff Lead Questions</p> <p>Guidelines for Activity Rubric Arrangements for Interviews Lead Questions Computer Internet Web sites Art Supplies</p> <p>Guidelines for Activity Rubric Arrangements for Interviews Lead Questions Computer Internet Web sites Art Supplies</p>
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<p>C. National Standards and Certification and Licensing Procedures</p>	<p>10 + 5 Discussion: The teacher discusses how national standards, certification, and licensing procedures impact the hotel and lodging industry.</p> <p>Research Report: Students research the national standards, certification, and licensing procedures that impact the hotel and lodging industry. Report Out</p>	<p>Lead Questions</p> <p>Guidelines for Activity Rubric Arrangements for Interviews Lead Questions Computer Internet Web sites References</p>
<p>D. Communication Skills Related to Guests, Clients, and Vendors</p> <ol style="list-style-type: none"> 1. Business writing 2. Making presentations 3. Speaking skills 4. Listening skills 	<p>PowerPoint Presentation: Communication Skills Related to Guests, Clients, and Vendors</p> <p>Learning Modules/Packets: Students are provided with various situations in the hotel and lodging industry that require communication skills. They create samples of written business communications required in the situations. Share Out.</p> <p>Fishbowl: Students participate in a fishbowl activity. They discuss the topic of the importance of communication skills in the hotel and lodging industry.</p> <p>Illustrated Talk: Students develop an illustrated talk on communication skills.</p>	<p>PowerPoint Presentation Computer CTX Lead Questions</p> <p>Guidelines for Research Rubric Computer Internet References Situations</p> <p>Guidelines for Packets Rubric Computer Web sites Internet References</p> <p>Guidelines for Packets Rubric Computer Web sites Internet References Lead Questions</p>

<p>E. Use of Technology in the Management and Operation of the Lodging Industry</p>	<p>10 + 5 Discussion on Technology: The teacher discusses the use of technology in the lodging Industry.</p> <p>Field Trip: Students participate in a field trip to a hotel or lodging facility. They observe how technology is used to manage and operate a business as well as the type of technology used in the business. Record Observations.</p> <p>Teacher Demonstration: The teacher demonstrates how to use the technology in the classroom to manage and operate a business.</p> <p>Guided Practice: Students practice using the technology in the classroom.</p>	<p>Lead Questions</p> <p>Make Arrangements for Field Trip Permission Slips Lead Questions</p> <p>Computer Technology Lead Questions Guidelines for Inquiry Rubric</p> <p>Guidelines for Packets Rubric Computer</p>
<p>F. Annual Operating Budget</p> <ol style="list-style-type: none"> 1. Small hotel property 2. Large convention hotel 	<p>Teacher Talk: The teacher discusses the line-items included on an operating budget.</p> <p>Inquiry: Using the situations provided, students calculate and compare the annual operating budgets of a hotel and another lodging property. Share Out.</p> <p>Jigsaw: Students use the Jigsaw strategy to gather information on the budgeting process and strategies of a small versus a larger property.</p>	<p>Lead Questions Copies of Budgets</p> <p>Guidelines for Activity Computer Internet Web sites References Rubric Lead Questions</p> <p>Guidelines for Jigsaw Rubric References Computer Internet</p>

Unit Assessment:	Rubrics, Learning Log, Teacher Observation of Role Playing, Research Teams, Brochure, Guided Practice, Interview Activity, Posters, Short Investigations, and Class Participation
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Unit/Course CTSO Activity:	FCCLA STAR Events: Illustrated Talk: Create a written resume for a job. Members develop leadership and career development skills through participation in activities such as career and technical student organizations.
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Unit/Course Culminating Product:	Samples of Written Business Communications Student Oral Presentations Learning Log Brochures Posters
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Course/Program Credential(s):	<input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input checked="" type="checkbox"/> Other: NOCTI - Hospitality Management Lodging Option American Hotel and Motel Association (AHMA)
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Course Title: Lodging II

Unit: 2	Managing Guest and Public Relations
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 7. Determine public relation skills required for the hotel and lodging industry including responding to customer needs, preferences and interests and resolving customer complaints. 8. Critique the role of public relations in the lodging industry including its financial impact on the establishment.
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. Determine what skills are necessary to provide quality customer service in the hospitality industry. 2. Discuss the importance of positive public relations in the hospitality industry. 3. Evaluate the financial impact of public relations to the lodging establishment. 4. Determine what role public relations play in managing guest relations.
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Essential Question(s):	<p>What public relations skills are necessary for working in the hotel and lodging industry? What is the importance of public relations to customer satisfaction? What is the impact of public relations on the finances of an establishment?</p>
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
<p>II. Managing Guest and Public Relations A. Public Relations Skills 1. Responding to customer needs, preferences, and interests 2. Resolving customer complaints</p>	<p>PowerPoint: Managing Guest and Public Relations</p> <p>Phillips 66: Using the Phillips 66 Strategy, students resolve customer problems. Share Out.</p>	<p>PowerPoint Presentation Computer CTX Lead Questions</p> <p>Guidelines for Activity Rubric Computers Internet Web sites References</p>

B. Role of Public Relations in the Lodging Industry

Role Playing/Simulation:

Students participate in the following role play situations:

- Demonstrate customer service.
- Exhibit public relations skills to increase internal and external customer/client satisfaction.
- Review verbal and nonverbal communications to provide a positive experience for guests and employees.
- Recognize and respond to guests' needs and nonverbal cues to provide quality service.

Students discuss each role playing situation.

Guest Speaker:

A public relations manager discusses his/her job and the public relations skills needed to perform his/her roles and tasks.

PowerPoint Presentation:

- Role of Public Relations in the Lodging Industry
- Strategies Used to Promote Properties

Research Study:

Students research types of strategies used by public relations personnel in the lodging industry to promote their properties. Report Out.

Interviews:

In teams of two, students develop a questionnaire to ask a Public Relations Manager about his/her roles and responsibilities in the lodging industry. They interview two Public Relations Managers. They compile their findings. Report Out.

Guidelines for Role Playing

Rubric

Props for different customer situations

Computer

Internet

References

Lead Questions

Arrangement with Guest Speaker

PowerPoint Presentation

Computer

CTX

Lead Questions

Guidelines for Activity

Rubric

Computers

Internet

Web sites

References

Guidelines for the Activity

Rubric

Computers

Internet

Web sites

References

List of Public Relations Managers

	<p>Job Shadowing: Students job shadow a Guest Services employee housed in the Public Relations Department of a hotel or lodging property.</p> <p>National Hotel Activity: Students research a national hotel chain. They review their Home Page. They critique the Home Page to determine the effectiveness in the hotel's public relations. Share Out.</p> <p>Poster on Hotel Chain Students select a natural hotel chain. They develop a poster to be used as the hotel's Web site.</p> <p>Career Profile: Students develop a career profile on a Public Relations Manager. Share Out.</p>	<p>Shadowing Journal Guidelines for Activity List of Interviews Rubric</p> <p>Guidelines for the Activity Rubric Computers Internet Web sites References</p> <p>Guidelines for the Activity Rubric Computers Internet Web sites References Posters Art Supplies</p> <p>Guidelines for the Activity Rubric Computers Internet Web sites References</p>
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Unit Assessment:	Rubrics, Journal or Learning Log, Posters, Brochures, National Hotel Activity, Role Playing Situations, Research, Interviews, Career Profile, and Class Participation
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Unit/Course CTSO Activity:	FCCLA National Programs and Actions - Students develop a public relations presentation to serve the community.
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Unit/Course Culminating Product:	Journal or Learning Log Brochure Posters Shadowing
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Course/Program Credential(s): Credential Certificate Postsecondary Degree University Degree
 Other: NOCTI - Hospitality Management Lodging Option
American Hotel and Motel Association (AHMA)

Course Title: Lodging II

Unit: 3	Marketing Sales and Promotions
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 9. Explain how marketing and promotions affect the hotel and lodging industry. 10. Compare advertising mediums and public relations strategies used in the lodging industry, including print, broadcast and electronic advertising. 11. Analyze strategies for making sales in the hotel and lodging industry.
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. Analyze how marketing and promotions affect business in the hospitality and lodging industry. 2. Determine the major functions of marketing. 3. Explain sales as it relates to business and promotion. 4. Compare marketing and sales promotional strategies used in the hospitality industry. 5. Evaluate strategies used in making sales in the lodging industry.
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Essential Question(s):	<p>What marketing and sales promotional strategies are used to best serve various establishments? How do they impact the industry as a whole? How do marketing strategies and promotions affect the lodging industry?</p>
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
<p>III. Marketing, Sales, and Promotions</p> <p>A. Affect of Marketing and Promotions on the Lodging Industry</p>	<p>Teacher Talk: The teacher discusses the affect of marketing sales and promotions on the lodging industry.</p> <p>Buzz Session: Students share examples of marketing sales and promotions used in the lodging industry.</p>	<p>Lead Questions</p> <p>Lead Questions</p>
<p>B. Advertising Mediums and Public Relations Strategies Used in the Lodging Industry</p> <ol style="list-style-type: none"> 1. Print 2. Broadcast 	<p>PowerPoint Presentation: Marketing, Sales, and Promotions</p> <ul style="list-style-type: none"> • Advertising Mediums • Public Relations Strategies 	<p>PowerPoint Presentation</p> <p>Computer</p> <p>CTX</p> <p>Lead Questions</p> <p>Examples</p>

<p>3. Electronic advertising</p>	<p>Collages: Students create collages displaying the different advertising mediums used in the lodging industry. Share Out</p> <p>Brochure: Students research and create a brochure for the lodging industry on how each advertising medium can be used to market and promote sales in the lodging industry.</p>	<p>Guidelines for Activities Rubric Industry Journals and Publications Computers Internet Web sites Assorted Magazines and Other Print Media Art Supplies</p> <p>Guidelines for Activities Rubric Industry Journals and Publications Computers Internet Web sites Assorted Magazines and Other Print Media Art Supplies</p>
<p>C. Strategies for Making Sales in the Lodging Industry</p>	<p>Problem Solving and Critical Thinking: Students are provided with a name of a national lodging property. They conduct research on the property to determine the following:</p> <ul style="list-style-type: none"> • What media did the property use to advertise the hotel or to promote an available service? • What marketing techniques were used to sell products and services of the lodging property? • What alternative ways of marketing could have been used to develop a promotional package? • What are the estimated costs, pricing, and market demands to manage profitability and implement effective marketing strategies for the lodging property? <p>Open Discussion: The class as a whole discusses the most effective advertising strategies and public relations techniques used in the lodging industry.</p>	<p>Guidelines for Activity Rubric References Computers Internet Web sites References Lead Questions</p> <p>Lead Questions</p>

	<p>Handbook on Public Relations Strategies Used in the Lodging Industry: Students create a handbook that includes public relations strategies that a lodging property may use to market and promote their property and services. Share Out.</p> <p>Role-Playing: Students are provided with role play situations on sales strategies used to market or promote a property. Students react to each situation.</p> <p>Marketing and Sales Promotions Project: Students select a national lodging property. They develop a sales and promotions campaign for the property. Share Out.</p>	<p>Guidelines for Activity Rubric References Computers Internet Web sites Lead Questions</p> <p>Guidelines for Activity Rubric References Computers Internet Web sites Lead Questions Role Play Situations</p> <p>Guidelines for Activity Rubric References Computers Internet Web sites References Lead Questions</p>
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Unit Assessment:	Rubrics, Teacher Observations, Role Playing, Handbook, Research Report, Brochure, Collages, Marketing and Sales Promotions Project, and Class Discussion
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Unit/Course CTSO Activity:	FCCLA Members develop an advertising promotion to publicize a community event.
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Unit/Course Culminating Product:	Collages Brochure Handbook Marketing and Sales Promotion Project
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Course/Program Credential(s): Credential Certificate Postsecondary Degree University Degree

Other: NOCTI - Hospitality Management Lodging Option
American Hotel and Motel Association (AHMA)

Course Title: Lodging II

Unit: 4	Housekeeping Management
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Content Standard(s) and Depth of Knowledge Level(s):	Students will: 12. Determine management responsibilities for the housekeeping department including inventory control, staffing and scheduling.
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Learning Objective(s) and Depth of Knowledge Level(s):	Students will: 1. Discuss the role of housekeeping and its importance to the lodging establishment. 2. Examine the components of housekeeping management including staffing, scheduling and inventory and cost control. 3. Analyze the responsibilities of the Executive Housekeeper and direct reports. 4. Compare the different areas of the housekeeping department and how they affect the overall success of the establishment.
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Essential Question(s):	What are the responsibilities of the housekeeping department in a lodging property? How does the housekeeping department relate to the overall operation of the property?
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
IV. Management Responsibilities of the Housekeeping Department	<p>Brainstorming/Discussion: Students discuss why it is important to prepare a staffing guide to schedule various staff positions to assure guest satisfaction.</p> <p>Staffing Guide: Students develop a staffing guide to be used in the Housingkeeping Department. The staffing guide includes information on:</p> <ul style="list-style-type: none"> • Role of the Housekeeping Department • Different Areas Included in the Housekeeping Department • Roles and Responsibilities of the Executive Housekeeper 	<p>Lead Questions</p> <p>Guidelines for Activity</p> <p>Rubric</p> <p>Computers</p> <p>Internet</p> <p>Web sites</p> <p>References</p> <p>Lead Questions</p>

	<ul style="list-style-type: none"> • Roles and Responsibilities of Housekeeping Staff • Scheduling • Inventory Control • Cost Control • Policies and Procedures • Housekeeping Standards • Guest Satisfaction <p>Share Out.</p> <p>Guest Speaker: The Executive Housekeeper or another staff member from a local hotel discusses the importance of the department, components of housekeeping management, and the housekeeping department in general.</p> <p>Field Trip: Students participate in a field trip to a local lodging property. They visit the various room accommodations available in the property. They visit all of the areas associated with the housekeeping department.</p> <p>PowerPoint Presentation: Cleaning a Guest Room</p> <ul style="list-style-type: none"> • Steps/Procedures • Equipment • Supplies • Conservation Techniques • Reporting Damages/Theft <p>Simulation: Students mock the process of the cleaning of a guest room. Students critique each other.</p>	<p>Arrangements for Guest Speaker Lead Questions</p> <p>Arrangements for Field Trip Permission Slips</p> <p>PowerPoint Presentation Computer CTX Lead Questions Products Supplies Equipment</p> <p>Guidelines for Activity Rubric Computers Internet Web sites Mock Guest Room Supplies Equipment</p>
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	<p>Quick Write: Students summarize the importance of housekeeping standards to assure guest satisfaction.</p> <p>Room Assignment Sheet: Using the case study provided, students develop a room assignment sheet for the housekeeping department.</p> <p>Housekeeping Management Project: Students are provided with a scenario describing a lodging property. They assume the role of the Executive Housekeeper. They determine the tasks and responsibilities of the Executive Housekeeper in managing the housekeeping department. Report Out.</p>	<p>Guidelines for Activity Rubric Computers Internet Web sites</p> <p>Room Assignment Sheet</p> <p>Guidelines for Activity Rubric Computers Internet Web sites References Lead Questions</p>
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Unit Assessment:	Teacher Observation of Simulation, Staffing Guide, Quick Write, Room Assignment Sheet, Housekeeping Management Project, Class Participation, and Rubrics
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Unit/Course CTSO Activity:	FCCLA members develop a Career Profile on an Executive Housekeeper.
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Unit/Course Culminating Product:	Room Assignment Staffing Guide Housekeeping Management Project Demonstrate Proper Cleaning of Guest Room.
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<p>Course/Program Credential(s): <input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input checked="" type="checkbox"/> Other: NOCTI - Hospitality Management Lodging Option American Hotel and Motel Association (AHMA)</p>
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Course Title: Lodging II

Unit: 5	Front Desk Management
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> Analyze management responsibilities for the front desk including designing a guest registration system, tracking guest accounts, creating work schedules, and applying time management techniques.
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> Discuss the importance of the front desk as it relates to the overall success of the establishment. Examine the components of front desk management including staffing, guest related activities and operational tasks. Analyze the responsibilities of the front desk manager and direct reports. Determine the different areas of the front desk department.
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Essential Question(s):	<p>What are the responsibilities of the front desk manager? What is the impact of the operations of the front desk on lodging property? What operations are performed by the front desk staff?</p>
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
<p>V. Front Desk Management A. Management Responsibilities for the Front Desk</p>	<p>Brainstorm Session: Students describe what operations are performed by the front desk staff in a lodging property.</p> <p>PowerPoint Presentation: Management Responsibilities of the Front Desk</p> <p>Guest Speaker: A front desk clerk or manager of a hotel discusses the importance of the front desk to the overall success to the property, the roles and</p>	<p>Lead Questions</p> <p>PowerPoint Presentation Computer CTX Lead Questions</p> <p>Arrangements for Guest Speaker Lead Questions</p>

	<p>responsibilities of the Front Desk Manager and Clerks.</p> <p>Staffing Guide: Students develop a staffing guide for the Front Desk operations. The guide must include:</p> <ul style="list-style-type: none"> • Importance of Front Desk. • Different Areas Included in the operations of the Front Desk. • Roles and Responsibilities of the Front Desk Manager. • Roles and Responsibilities of Front Desk Clerks. • Scheduling • Guest Related Activities. • Operational Tasks. • Policies and Procedures. <p>Field Trip: Students participate in a field trip to a lodging property. They observe the operations performed, guest relationships, and technology used in operating and managing the front desk. Share Out.</p> <p>PowerPoint Presentation: Operations of the Front Desk</p> <p>Simulations: Students participate in Guest check in/out simulations. Students discuss the operations and management of the front desk after each simulation.</p> <p>Case Studies: Students are provided with various case studies related to guest relations and the front desk clerk. They respond to the following questions:</p> <ul style="list-style-type: none"> • How were guest relations handled? 	<p>Mock Front Desk</p> <p>Guidelines for the Activity Rubric Computer Internet References Web sites Lead Questions</p> <p>Arrangement for Field Trip Permission Slips</p> <p>PowerPoint Presentation Computer CTX Lead Questions</p> <p>Guidelines for Activity Rubric Lead Questions Mock Front Desk</p> <p>Guidelines for Activity Rubric Computers Internet Web sites</p>
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	success for the establishment and satisfaction for the customer.	References Scenarios
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Unit Assessment:	Staffing Guide, Simulations, Case Studies, Quick Paper, Tip Sheet, Teacher Observation of Simulation, Scenarios, Class Participation, and Rubrics. Unit Quiz, Learning Log
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Unit/Course CTSO Activity:	Career Investigation of Front Desk Manager
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Unit/Course Culminating Product:	Simulations Tip Sheet Staffing Guide Front Desk Management Project
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Course/Program Credential(s):	<input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input checked="" type="checkbox"/> Other: NOCTI - Hospitality Management Lodging Option American Hotel and Motel Association (AHMA)
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Course Title: Lodging II

Unit: 6	Group Events Management
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Content Standard(s) and Depth of Knowledge Level(s):	Students will: 14. Explain the importance of management responsibilities for group events including banquets, conventions and exhibits.
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Learning Objective(s) and Depth of Knowledge Level(s):	Students will: 1. Demonstrate knowledge of the management responsibilities for group events. 2. Determine the different aspects of organizing and managing group events.
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Essential Question(s):	What are the components of different group events offered by a lodging property? How important is the group events department to the overall success of the property?
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
VI. Group Events Management A. Management Responsibilities for Group Events	<p>Brainstorm Session: Students discuss the types of group events offered by a lodging property?</p> <p>PowerPoint Presentation: Group Events Management</p> <ul style="list-style-type: none"> • Management Responsibilities • Types of Events <p>Guest Speaker: An Events Manager for a local lodging establishment shares his/her job description, and tasks performed in planning and offering group events.</p>	<p>Lead Questions</p> <p>PowerPoint Presentation Computer CTX Lead Questions</p> <p>Arrangements for Guest Speaker Lead Questions</p>

	<p>Teacher Talk: The teacher discusses the group events offered by a local lodging establishment. The teacher identifies all the services, cost, and restrictions imposed by the proprietor.</p> <p>Research Activity on Group Events: Students research various lodging properties in Alabama and a major city in the United States. They compare the types of group events offered, catering services available, costs of room rental, and any other information provided by the properties. Report Out.</p> <p>Career Profile: Students research responsibilities of an Events Coordinator in a lodging establishment. They create a brochure on this career.</p> <p>Staffing Guide: Students develop a Staffing Guide for the Group Events Department. The following information should be included:</p> <ul style="list-style-type: none"> • Role and Responsibilities of the Event Coordinator • Different Areas Included in the Group Events Department • Roles and Responsibilities of Group Events staff • Scheduling • Inventory Control • Cost Control • Policies and Procedures • Guest Satisfaction <p>Share Out.</p>	<p>Lead Questions</p> <p>Guidelines for Activity Rubric Computers Internet References Web sites Lead Questions</p> <p>Guidelines for Activity Rubric Computers Internet References Web sites Lead Questions Art Supplies</p> <p>Guidelines for Activity Rubric Computers Internet References Web sites Lead Questions</p>
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	<p>Planning Successful Group Events Activity: Students research the process of planning and conducting successful group events. They are provided a scenario of a group event to plan and conduct at a specific lodging property. Using the information provided, they describe all the tasks that are necessary to make the event a success.</p> <p>Planning and Managing an Event: Students research forms that are available to use in planning and managing an assigned group event. They create a form to use in planning and managing the event.</p> <p>Event Planning Brochure: Students design an Event Planning Brochure to be distributed to potential clients.</p>	<p>Guidelines for Activity Rubric Computers Internet References Web sites Lead Questions</p> <p>Guidelines for Activity Rubric Computers Internet References Web sites Lead Questions</p> <p>Guidelines for Activity Rubric Computers Internet References Web sites Lead Questions</p>
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Unit Assessment:	Research Activity on Group Events, Career Profile, Staffing Guide, Planning Successful Group Events Activity, Planning and Managing an Event, Event Planning Brochure, Class Participation, and Rubrics
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Unit/Course CTSO Activity:	FCCLA Career Investigation of Events Manager FCCLA members plan and implement a community service event to recognize community service providers or a local charity.
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Unit/Course Culminating Product:	Staffing Guide Event Planning Brochure
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Course/Program Credential(s): <input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input checked="" type="checkbox"/> Other: NOCTI -Hospitality Management Lodging Option American Hotel and Motel Association (AHMA)

Course Title: Lodging II

Unit: 7	Finance Function
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Content Standard(s) and Depth of Knowledge Level(s):	Students will: 15. Summarize fiscal management procedures related to the hotel and lodging industry including creating budget reports, forecasting room availability, compiling an annual budget, and calculating quarterly profit and loss statements.
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Learning Objective(s) and Depth of Knowledge Level(s):	Students will: 1. Discuss the components of cost control as it relates to the hotel and lodging industry. 2. Analyze financial management systems used by various properties including any technological software. 3. Develop an annual budget for a department of the hotel. 4. Determine how room availability is forecasted. 5. Analyze profit and loss statements. 6. Create a mock financial operating system for a hotel department including budget reports, and quarterly profit and loss systems.
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Essential Question(s):	What are the different divisions within the finance department? How do they relate to each other and the overall operation of the finance department?
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
VII. Finance Function A. Fiscal Management Procedures Related to the Hotel and Lodging Industry	<p>PowerPoint Presentation: Fiscal Management Procedures</p> <ul style="list-style-type: none"> • Creating Budget Reports • Forecasting Room Availability • Compiling an Annual Budget • Calculating Quarterly Profit and Loss Statements <p>Guest Speaker: A Financial Manager or Comptroller for a lodging property discusses his/her career and tasks and responsibilities of the fiscal</p>	<p>PowerPoint Presentation and LCD Computer CTX Lead Questions</p> <p>Arrangements for Guest Speaker Lead Questions</p>

	<p>management performed in a lodging property.</p> <p>Staffing Guide: Students create a Staffing Guide for the Finance Department of a lodging property. The guide should include the following:</p> <ul style="list-style-type: none"> • Role and Responsibilities of the Finance Director • Functions of the Finance Department • Roles and Responsibilities of staff • Policies and Procedures <p>Research Report: Students research the components of cost control as it relates to the financial stability of a lodging property. Report Out.</p> <p>Financial Management Systems Report: Students are assigned a financial management system used in a lodging property. They develop a marketing guide for the sales promotion for the system researched. Report Out.</p> <p>Interview: Students research and determine what line items should be included in an annual budget for a lodging property. They develop a questionnaire to be used to interview a Financial Manager or Comptroller from a local hotel. They compile their findings. As a class, students identify the procedures for preparing an annual budget for the proprietor.</p> <p>Scenarios: Students are provided with scenarios that contain</p>	<p>Guidelines for Activity Rubric Computers Web sites Internet References Lead Questions</p> <p>Guidelines for Activity Rubric Computers Web sites Internet References Lead Questions</p> <p>Guidelines for Activity Rubric Computers Web sites Internet References Lead Questions</p> <p>Guidelines for Activity Rubric Computers Web sites Internet References Lead Questions</p> <p>Guidelines for Activity Rubric</p>
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	<p>information about a lodging property. Based on the data included, they develop an annual budget for the establishment. Report Out.</p> <p>Research Report: Students research how room availability is forecasted and its effect of the profitability of the establishment. Share Out.</p> <p>Teacher Talk: The teacher discusses the purposes of profit and loss statements and how to analyze profit and loss statements.</p> <p>Guided Practice: The teacher guides students in calculating profit and loss statements.</p> <p>Analyze of Profit and Loss Statements: Students are provided with samples of profit and loss statements. They analyze the statements to determine their effect on the profitability of the lodging property.</p> <p>Fiscal Management Activity: Students are provided with a scenario that contains information that a Finance Department deals with in fiscal management of a property. They assume the role of the Financial Manager or Controller for the lodging property described</p>	<p>Computers Web sites Internet References Lead Questions Scenarios Budget Form</p> <p>Guidelines for Activity Rubric Computers Web sites Internet References Lead Questions Scenarios</p> <p>Lead Questions Sample Profit and Loss Statements</p> <p>Lead Questions Sample Statements</p> <p>Guidelines for Activity Rubric Computers Web sites Internet References Lead Questions Profit and Loss Statements</p> <p>Guidelines for Activity Rubric Computers Web sites Internet References</p>
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	in the scenario. Based on the information provided, students describe the fiscal management procedures that must be followed in order for the property to be profitable.	Lead Questions Scenarios
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Unit Assessment:	Staffing Guide, Research Reports, Financial Management Systems Report, Interview, Scenarios, Analysis of Profit and Loss Statements, Fiscal Management Activity, Class Participation, and Rubrics
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Unit/Course CTSO Activity:	Career Investigation of Chief Financial Officer FCCLA STAR Event Entrepreneurship - Develop a plan for a small business including fiscal operations.
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Unit/Course Culminating Product:	Completed Budget Form Group Presentations of Case Study Solutions Staffing Guide Fiscal Management Activity Financial Management Systems Report
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Course/Program Credential(s):	<input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input checked="" type="checkbox"/> Other: NOCTI - Hospitality Management Lodging Option American Hotel and Motel Association (AHMA)
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Course Title: Lodging II

Unit: 8	Franchising
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Content Standard(s) and Depth of Knowledge Level(s):	Students will: 16. Evaluate lodging franchise operations for profitability in the marketplace, including licensing procedures.
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Learning Objective(s) and Depth of Knowledge Level(s):	Students will: 1. Discuss what a franchise is and how it differs from other business structures. 2. Determine the differences between a franchisor and a franchisee. 3. Analyze the components that comprise a franchise including franchise agreement and franchise fee. 4. Evaluate current successful franchises and analyze their profitability in the marketplace.
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Essential Question(s):	What is a franchise? How is a franchise successfully managed?
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
VIII. Franchising A. Lodging Franchise Operations	<p>Inquiry: Students research the topic of “franchising” in the lodging industry?</p> <p>Teacher Talk: The teacher discusses how a franchise differs from other businesses structures.</p> <p>Brainstorming Session: Students brainstorm the names of lodging properties that have franchises.</p>	<p>Guidelines for Activity Lead Questions Rubric Computers Internet Web sites</p> <p>Lead Questions Examples of Franchises</p> <p>Lead Questions</p>

	<p>PowerPoint Presentation: Components that Comprise a Franchise</p> <ul style="list-style-type: none"> • Franchise Agreement • Franchise Fee • Franchisor • Franchisee • Licensing Procedures <p>Interviews: Students develop a questionnaire to use to interview a franchise owner about his/her lodging property. They interview two franchise owners. Students compile their findings. Share Out.</p> <p>Biographical Article: Students write an article on a successful franchisor from the lodging industry. They also report on his/her profitability in the marketplace. Report Out.</p> <p>Franchise Project: Students create a franchise for the lodging industry. They describe the the procedures of franchising. Report out.</p>	<p>PowerPoint Presentation Computer CTX Lead Questions</p> <p>Guidelines for Activity Rubric Computers Internet Web sites References</p> <p>Guidelines for Activity Rubric Computers Internet Web sites References Colonel Sanders, Ray Kroc, Dave Thomas, etc.</p> <p>Guidelines for Activity Rubric Computers Internet Web sites References</p>
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Unit Assessment:	Interviews, Biographical Article, Franchise Project, Class Discussion, and Rubrics
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Unit/Course CTSO Activity:	Career Investigation- Restaurant Franchisee
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Unit/Course Culminating Product:	Franchise Project
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Course/Program Credential(s): Credential Certificate Postsecondary Degree University Degree
 Other: NOCTI - Hospitality Management Lodging Option
American Hotel and Motel Association (AHMA)

Course Title: Lodging II

Unit: 9	Legal and Social Environment of Business
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Content Standard(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 17. Determine legal responsibilities and liability issues of the hotel and lodging industry including permits, insurance, tax and contractual agreements. 18. Interpret laws applicable to the safety and protection of employees in the hotel and lodging industry including wage and hour labor, workers compensation, Civil Rights Act, public health, and Occupational Safety and Health Administration (OSHA).
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Learning Objective(s) and Depth of Knowledge Level(s):	<p>Students will:</p> <ol style="list-style-type: none"> 1. Analyze the laws that affect the hotel and lodging industry. 2. Evaluate the liability issues and legal responsibilities of the hotel and lodging industry. 3. Explain laws applicable to the safety and protection of employees.
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Essential Question(s):	What are the laws that pertain to the hotel and lodging industry? How do they affect the legal operations of the lodging business?
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Content Knowledge	Suggested Instructional Activities Rigor & Relevance Framework (Quadrant)	Suggested Materials, Equipment and Technology Resources
<p>IX. Legal and Social Environment of Business</p> <p>A. Determine Legal Responsibilities and Liability Issues of the Hotel and Lodging Industry Including Permits, Insurance, Tax and Contractual Agreements</p>	<p>10 + 5 Discussion: The teacher discusses why lodging establishments need to be protected from legal and liability issues.</p> <p>Investigation: Students research legal responsibilities and liability issues that impact the lodging industry. The report contains information on permits, insurance, tax, and contractual agreements. Report Out.</p>	<p>Lead Questions</p> <p>Guidelines for Activity</p> <p>Rubric</p> <p>Computers</p> <p>Internet</p> <p>Web sites</p> <p>References</p>

<p>B. Interpret Laws Applicable to the Safety and Protection of Employees in the Hotel and Lodging Industry Including Wage and Hour Labor, Workers Compensation, Civil Rights Act, Public Health, and</p>	<p>Scenarios: Students are provided with scenarios of a lodging property. Based on the information provided, students determine the legal responsibilities and liability issues that the property needs to address. Share Out.</p> <p>Research & Discuss: Students research the following issues:</p> <ul style="list-style-type: none"> • Legal policies to comply with laws regarding hiring, harassment and safety issues • The importance of examining all comments and suggestions from the customer service area to formulate improvements and ensure guests satisfaction • Responses to situations based on legal responsibilities and employer policies • Responses to situations based on ethical considerations. • Situations where ethical concerns can change the workplace <p>Share Out.</p> <p>Guest Speaker: An attorney or Human Resources Director discusses the consequences of breach of confidentiality. They address responsible and ethical behavior. They describe how to apply ethical reasoning to a variety of workplace situations in order to make decisions.</p> <p>Graphic Organizers: Students create graphic organizers to describe the different laws including: wage and hour labor, Workers Compensation, Civil Rights Act, public health, and Occupational Safety and Health</p>	<p>Guidelines for Activity Rubric Computers Internet Web sites References Scenarios</p> <p>Guidelines for Research Computers Internet References Rubric Web sites Legal Documents Lead Questions</p> <p>Arrangement for Guest Speaker Lead Question</p> <p>Guidelines for Research Computers Internet References Rubric Web sites</p>
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Occupational Safety and Health Administration (OSHA).	Administration (OSHA). Share Out. Legal and Social Environment Activities: Students are provided with a scenario describing a legal issue of an employee of a hotel property. Students assume the role of an attorney for the property. They identify the property's legal responsibilities and liability issues. They identify how they will protect the lodging establishment against a law suit.	Graphic Organizers Lead Questions Guidelines for Research Computers Internet References Rubric Web sites Lead Questions
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Unit Assessment:	Graphic Organizers, Investigation, Scenarios, Research and Discuss, Class Participation, and Rubrics
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Unit/Course CTSO Activity:	FCCLA members participate in a field trip to a lodging establishment. A legal department representative discusses the legal and liability issues that impact their lodging operations.
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Unit/Course Culminating Product:	Graphic Organizer Legal and Social Environment of a Business Activity
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Course/Program Credential(s): <input type="checkbox"/> Credential <input type="checkbox"/> Certificate <input checked="" type="checkbox"/> Postsecondary Degree <input checked="" type="checkbox"/> University Degree <input checked="" type="checkbox"/> Other: NOCTI - Hospitality Management Lodging Option American Hotel and Motel Association (AHMA)
