

CTE - CIP Course Details Catalog

Cluster: Hospitality and Tourism

CIP: 52.0904 - Hotel/Motel Management.

Status: Open Start Year: 2021 End Year:

Group 1 - Orientation Courses: Exploratory coursework, could be offered at the secondary level or prior-to-secondary in 7th or 8th grade.

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
22151A001	Career Exploration	1.00	2021	
16001A001	Exploration of Hospitality Careers	3.00	2021	

Group 2 - Introductory Courses: Introductory coursework for the program of study.

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
12051A001	Introductory Business	1.00	2021	
16101A001	Exploration of Lodging Careers	3.00	2021	
19259A001	Work and Family Relationships	3.00	2021	
19251A001	Introduction to Family and Consumer Sciences Careers	3.00	2021	

Group 3 - Skills Courses: More in-depth courses for program concentrators.

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
16102A001	Lodging Occupations	3.00	2021	

Group 4 - Advanced Courses: More advanced courses for learners completing a program of study to allow for specialization.

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
12162A001	Social Media Marketing	1.00	2021	
12159A001	Hospitality & Tourism Marketing	3.00	2021	
12055A002	Business Principles and Management	3.00	2021	

Group 5 - Workplace Experience: Similar model to the existing Cooperative Education coursework that is designed to give students relevant work experience

State Course ID	State Course Title	Max Carnegie Units	Start SY	End SY
16148A001	Lodging Workplace Experience	3.00	2021	
16998A001	Hospitality & Tourism Workplace Experience	3.00	2022	

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Course Descriptions

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State Course ID: 22151A001 **Course Title:** Career Exploration

Career Exploration courses help students identify and evaluate personal goals, priorities, aptitudes, and interests with the goal of helping them make informed decisions about their careers. These courses expose students to various sources of information on career and training options and may also assist them in developing job search and employability skills.

State Course ID: 16001A001 **Course Title:** Exploration of Hospitality Careers

Exploration of Hospitality Careers courses survey a wide array of topics while exposing students to the variety of career opportunities in hospitality fields (such as food service, lodging, tourism, and recreation). These courses serve to introduce students to the general field of hospitality, providing an opportunity to identify a focus for continued study.

State Course ID: 12051A001 **Course Title:** Introductory Business

Introductory Business courses survey an array of topics and concepts related to the field of business. These courses introduce business concepts such as banking and finance, the role of government in business, consumerism, credit, investment, and management. They usually provide a brief overview of the American economic system and corporate organization. Introductory Business courses may also expose students to the varied opportunities in secretarial, accounting, management, and related fields.

State Course ID: 16101A001 **Course Title:** Exploration of Lodging Careers

Exploration of Lodging Careers courses provide an overview of the lodging industry. Topics covered include lodging terminology, the history of lodging, introduction to marketing, and the various careers available in the lodging industry.

State Course ID: 19259A001 **Course Title:** Work and Family Relationships

Work and Family Relationship is a project-based course that emphasize building and maintaining health interpersonal relationship among families, communities, society, and workplace. These courses often emphasize (but are not limited to) topics such as balancing the responsibilities of a family and career, human sexuality and reproduction, parenthood and the function of the family unit, the family life cycle, life stages, and social interactions and interpersonal relationships. The course uses communication, leadership and management methods to develop knowledge and behaviors necessary for individuals to become independent, contributing, and responsible participants in family, community, and career settings. analyzing personal standards, needs, aptitudes and goals; roles and responsibilities of living independently and as a family member; demonstrating goal-setting and decision-making skills; identifying and utilizing community resources; and developing effective relationships to promote communication with others. The course provides students content to identify resources that will assist them in managing life situations.

State Course ID: 19251A001 **Course Title:** Introduction to Family and Consumer Sciences Careers

This course introduces students to the field of family and consumer sciences and the many career opportunities available in this broad field. The course includes theory and laboratory experiences in the following content areas: Nutrition and culinary arts; textiles and design; family, career, and community leadership development; resource management; human development and life-long learning; facility design, care, and management; and interpersonal relationships and life management skills.

State Course ID: 16102A001 **Course Title:** Lodging Occupations

Lodging Occupations introduces students to the lodging industry and refine their related knowledge and skills. Topics covered typically include property management, guest psychology and relationships, lodging operations, food and beverage services, and other topics related to support services within the lodging industry.

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State Course ID: 12162A001 **Course Title:** Social Media Marketing

Social Media Marketing courses address social media as a marketing tool and emphasize social media tools, social media messages, and search engine optimization. Topics may include, but are not limited to, marketing information management (including marketing research), market planning, channel management, sales, promotion, product/service management, and pricing.

State Course ID: 12159A001 **Course Title:** Hospitality & Tourism Marketing

Marketing—Hospitality/Tourism courses typically cover the same scope of topics as Marketing—Comprehensive courses (purchasing and distribution systems, advertising, display and sales, management, entrepreneurship, and so on) but do so with particular attention to the travel, tourism, and lodging industry. In keeping with the focus on this field, topics include the unique characteristics and functions of travel services and hotel/motel operations.

State Course ID: 12055A002 **Course Title:** Business Principles and Management

Business Principles and Management courses are designed to provide students with an understanding of the American business system, its organizations, and its management. These courses examine the various leadership and management styles of a variety of successful business organizations, large or small.

State Course ID: 16148A001 **Course Title:** Lodging Workplace Experience

Lodging Workplace Experience courses provide work experience in fields related to lodging. Goals must be set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses must include classroom instruction at least once per week, involving further study of the field, discussion of relevant topics that are responsive to the workplace experience and employability skill development. Workplace Experience courses must be taught by an approved WBL educator-coordinator. These courses should be aligned to a Career Development Experience that could include: Student-led Enterprises; School-based Enterprises; Immersion Supervised Agricultural Experiences; Clinical Experiences in Health Science and Technology programs; Internships; and Apprenticeship programs including Youth Apprenticeships, Pre-apprenticeships, and Registered Apprenticeships.

State Course ID: 22153A001 **Course Title:** Cooperative Education

Cooperative Education is a capstone course designed to assist students in the development of effective skills and attitudes through practical, advanced instruction in school and on the job through cooperative education. Students are released from school for their paid cooperative education work experience and participate in 200 minutes per week of related classroom instruction. Classroom instruction focuses on providing students with job survival skills and career exploration skills related to the job and improving students' abilities to interact positively with others. For skills related to the job, refer to the skill development course sequences, the task list or related occupational skill standards of the desired occupational program. The course content includes the following broad areas of emphasis: further career education opportunities, planning for the future, job-seeking skills, personal development, human relationships, legal protection and responsibilities, economics and the job, organizations, and job termination. A qualified career and technical education coordinator is responsible for supervision. Written training agreements and individual student training plans are developed and agreed upon by the employer, student and coordinator. The coordinator, student, and employer assume compliance with federal, state, and local laws and regulations.

State Course ID: 16998A001 **Course Title:** Hospitality & Tourism Workplace Experience

Hospitality & Tourism Workplace Experience courses provide work experience in fields related to the Hospitality & Tourism cluster. Goals must be set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses must include classroom instruction at least once per week, involving further study of the field, discussion of relevant topics that are responsive to the workplace experience and employability skill development. Workplace Experience courses must be taught by an approved WBL educator-coordinator. These courses should be aligned to a Career Development Experience that could include: Student-led Enterprises; School-based Enterprises; Immersion Supervised Agricultural Experiences; Clinical Experiences in Health Science and Technology programs; Internships; and Apprenticeship programs including Youth Apprenticeships, Pre-apprenticeships, and Registered Apprenticeships.