

Name

Grade

Student ID

Teacher

Date

Hospitality Management and Operations 2: Course Code 5477

Complete the student profile by inserting the representative letter in the space provided and completing all other information requested.

E - Exceeds Performance Requirements: Work that is above the criteria of the standard.

M - Meets Performance Requirements: Work that meets the criteria of the standard.

B - Below Performance Requirements: Work that fails to meet the criteria of the standard.

B. Hospitality and Tourism Careers

B1. Analyze management opportunities in hospitality and tourism.

1. Explore management careers.
2. Develop a plan to obtain a management position.
3. Present an individual career portfolio.
4. Model professional and ethical conduct.
5. Research postsecondary and scholarship options.

C. Safety, Security, and the Environment

C1. Evaluate safety, security, and environmental procedures.

1. Maintain safe and healthy working conditions and environment in order to promote well-being in hospitality and tourism workplaces.
2. State the rationale for rules and laws designed to promote safety and health in the workplace.
3. Assess emergency procedures for internal and external disasters.

D. Leadership and Management

D1. Describe the organizational structure and functions of leadership and management.

1. Distinguish between effective leadership and management styles.
2. Demonstrate conflict resolution skills.
3. Design teambuilding activities.

D2. Explain the importance of diversity in the workforce and in management.

1. Identify basic laws and regulations associated with diverse employee groups.
2. Describe how cultural/ethnic differences affect leadership styles within a group.

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3. Describe how cultural/ethnic differences affect group dynamics. 4. Evaluate methods used to meet the needs of diverse groups in the workforce as a manager.				
E. Marketing and Sales E1. Analyze basic marketing and sales principles in hospitality and tourism. 1. Define marketing and the marketing mix. 2. Describe the relationship between marketing and sales. 3. Identify marketing segments in the hospitality and tourism industry. 4. Identify current hospitality sales and marketing technology trends. 5. Demonstrate the steps in the sales process. 6. Create a marketing plan.				
F. Hospitality and Tourism Segments				
F1. Analyze the four segments associated with the hospitality and tourism industry. 1. Plan an event incorporating the four segments. 2. Summarize key elements in planning, organizing, and maintaining efficient lodging operations. 3. Demonstrate practices and skills involved in Food & Beverage occupations. 4. Explain how travel and tourism benefits from lodging and food and beverage. 5. Examine the importance of food and beverage to recreation, amusement, and attractions.				

Number exceeded: _____ Percentage exceeded: _____

Number met: _____ Percentage met: _____

Number below: _____ Percentage below: _____

National Certification(s)/Date earned: _____

Comments: