

CTECS' GUEST SERVICES
CURRICULUM
GRADES 11 & 12

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Connecticut Technical Education and Career System

Vision of a Graduate

A CTECS Graduate is...



A Problem Solver



Work Ready



Respectful



Skilled Socially



A Critical Thinker



An Effective Communicator

The Vision of a Graduate (VoG) at the Connecticut Technical Education and Career System (CTECS) embodies our commitment to preparing students for success in Connecticut’s workforce.

Developed in collaboration with students, parents, staff, and employers, the VoG ensures that CTECS students are not only job-ready but also equipped to lead, innovate, and adapt in a dynamic world.

As educators, we are dedicated to developing these qualities by providing a comprehensive education that empowers our students to achieve their fullest potential and make meaningful contributions to society.

A Problem Solver

Problem solvers tackle challenges by identifying root causes of issues, brainstorming solutions, implementing effective strategies, and demonstrating adaptability.

- Engage students with open-ended, creative thinking tasks that require both conventional and innovative solutions.
- Facilitate group discussions and collaborative projects.
- Use real-world scenarios and hands-on activities.
- Highlight the importance of effort, persistence, and continuous learning.
- Provide regular feedback and encourage reflection.

Work Ready

To be work-ready includes a combination of technical expertise, soft skills, and personal qualities that ensure a graduate can effectively contribute to the workplace from day one.

- Set high standards for punctuality, responsibility, professionalism, and task completion.
- Use project-based learning and collaborative assignments.
- Emphasize clear written and verbal communication.
- Offer practical exercises like mock interviews and resume workshops.
- Integrate technology and teach digital literacy.

Respectful

Graduates who embody respectfulness emphasize the importance of treating others with dignity, valuing diversity, and fostering an inclusive and positive environment, both personally and professionally.

- Demonstrate personal, interpersonal, and professional skills.
- Show respect for diversity.
- Model respect through active listening and empathy.
- Set clear expectations for respectful interactions.
- Promote collaboration and group discussions.
- Celebrate respectful behavior.
- Address disrespect promptly and constructively.

Skilled Socially

Graduates who are skilled socially are equipped to navigate social environments, build relationships, and contribute positively to their communities and workplaces.

- Show awareness of global responsibility to others and the environment.
- Participate in community involvement.
- Design cooperative group projects and team activities
- Set expectations for respect and give regular feedback.
- Facilitate discussions on inclusivity, kindness, and respect.
- Model positive interactions and recognize strong social skills.

A Critical Thinker

Critical thinkers approach problems systematically by analyzing, evaluating, and synthesizing information to make well-informed decisions and contribute to innovative solutions.

- Encourage critical thinking individually and collaboratively.
- Design lessons that challenge assumptions and explore diverse viewpoints.
- Use open-ended questions, rigorous activities, and cross-curricular projects.
- Integrate project-based learning and real-world problem-solving.
- Offer reflective opportunities like journaling and discussions.
- Cultivate an environment that values curiosity and inquiry.

An Effective Communicator

Effective communicators convey ideas, information, and emotions accurately and persuasively, fostering understanding and collaboration.

- Communicate effectively using oral, written, visual, artistic, and technical modes.
- Include group discussions, presentations, and peer reviews.
- Promote active listening and thoughtful responses.
- Offer clear guidelines and constructive feedback.
- Stress clear, respectful, and purposeful communication.

CTECS Instructional Model

CTECS uses the Marzano Compendium to guide research-based instructional strategies that differentiate learning and promote access, engagement, and success for all students. Teachers apply these strategies to support diverse learners (including multilingual learners, students with disabilities, and students with varied academic or technical backgrounds) through scaffolds, modeling, guided practice, and multiple ways to participate and show understanding. This approach ensures every student can work toward proficiency in the Priority Standards and the competencies outlined in the CTECS Vision of a Graduate.

Feedback	Content	Context
<p>Providing and Communicating Clear Learning Goals</p> <ol style="list-style-type: none"> 1. Providing scales and rubrics 2. Tracking student progress 3. Celebrating success <p>Using Assessments</p> <ol style="list-style-type: none"> 4. Using informal assessments of the whole class 5. Using formal assessments of individual students 	<p>Conducting Direct Instruction Lessons</p> <ol style="list-style-type: none"> 6. Chunking content 7. Processing content 8. Recording and representing content <p>Conducting Practicing and Deepening Lessons</p> <ol style="list-style-type: none"> 9. Using structured practice sessions 10. Examining similarities and differences 11. Examining errors in reasoning <p>Conducting Knowledge Application Lessons</p> <ol style="list-style-type: none"> 12. Engaging students in cognitively complex tasks 13. Providing resources and guidance 14. Generating and defending claims <p>Using Strategies That Appear in All Types of Lessons</p> <ol style="list-style-type: none"> 15. Previewing strategies 16. Highlighting critical information 17. Reviewing content 18. Revising knowledge 19. Reflecting on learning 20. Assigning purposeful homework 21. Elaborating on information 22. Organizing students to interact 	<p>Using Engagement Strategies</p> <ol style="list-style-type: none"> 23. Noticing and reacting when students are not engaged 24. Increasing response rates 25. Using physical movement 26. Maintaining a lively pace 27. Demonstrating intensity and enthusiasm 28. Presenting unusual information 29. Using friendly controversy 30. Using academic games 31. Providing opportunities for students to talk about themselves 32. Motivating and inspiring students <p>Implementing Rules and Procedures</p> <ol style="list-style-type: none"> 33. Establishing rules and procedures 34. Organizing the physical layout of the classroom 35. Demonstrating withitness 36. Acknowledging adherence to rules and procedures 37. Acknowledging lack of adherence to rules and procedures <p>Building Relationships</p> <ol style="list-style-type: none"> 38. Using verbal and nonverbal behaviors that indicate affection for students 39. Understanding students' backgrounds and interests 40. Displaying objectivity and control <p>Communicating High Expectations</p> <ol style="list-style-type: none"> 41. Demonstrating value and respect for reluctant learners 42. Asking in-depth questions of reluctant learners 43. Probing incorrect answers with reluctant learners

Curriculum Introduction

This curriculum document outlines the essential learning for this trade program and provides a clear structure for planning, instruction, and assessment. It includes the components required by NEASC Standard 2.2a, along with elements that reflect the unique nature of CTECS technical programs. The curriculum is organized to show what students learn in each course, how learning progresses across grade levels, and how instruction supports both technical skill development and the CTECS Vision of a Graduate.

Teachers should use this document to:

- Understand the overall structure and expectations of the course sequence
- Reference the Course Map to see the scope and sequence of Priority Standards and the alignment to District Summative Assessments (DSAs)
- Use the Priority Standards and Units of Study to guide daily, weekly, and cycle-based planning
- Integrate Big Ideas, Essential Questions, Skills/Learning Outcomes, vocabulary, and resources during lesson design
- Identify required safety, industry, and technical content expectations
- Plan and implement formative assessments to monitor progress and guide instruction
- Prepare students for the District Summative Assessments, ensuring alignment with the Course Map
- Maintain consistency of technical and professional practice instruction across campuses while adapting to student needs and industry-based opportunities

Curriculum Components

Course Map

A Course Map serves as the scope and sequence for this course by outlining the progression of instructional units and the standards that guide teaching and assessment. While each campus will have individual student needs, cycle schedules, and industry-based opportunities, all instructors are expected to teach the standards outlined in the Course Map. Using the Course Map below, teachers will intentionally plan learning experiences that prepare students to meet the identified standards within the designated assessment windows.

Priority Standards (Units of Study)

Priority Standards identify the most essential learning in the trade program. They reflect the core technical competencies, safety practices, and industry-aligned skills that require the greatest instructional focus and appear on program assessments. In CTE programs, each Priority Standard also functions as a Unit of Study, because it includes the required components such as big ideas, essential questions, content topics, and skills/learning outcomes aligned to assessments.

Vertical Alignment

Vertical alignment shows how Priority Standards and instructional expectations progress from grade to grade within the trade program. It provides a clear pathway of skill development, increasing complexity, and technical proficiency across the four-year sequence.

Learning Outcomes

Learning outcomes are what students will know (Concepts) and be able to do (Skills).

Concepts identify the major content topics within the Priority Standard (Unit of Study). They appear in the left column of the Learning Outcomes table and follow a similar coding structure as the Priority Standard.

Skills are learning objectives that describe the measurable actions students must be able to perform to demonstrate proficiency. They appear in the right column of the Learning Outcomes table and show the progression of learning evidence in the Priority Standard.

Vocabulary

Essential vocabulary includes the technical and academic terms students must understand and use accurately to engage in trade-specific learning and demonstrate proficiency on assessments.

Vocabulary is foundational to safety, technical precision, and industry communication, and should be a primary initial focus within each unit and taught explicitly through modeling, demonstration, and repeated application.

Resources

Resources include tools, equipment, texts, materials, and digital tools that support learning within each unit and reflect industry standards.

Assessment Practices

Teachers use ongoing formative assessments—such as questioning, checks for understanding, performance demonstrations, reflections, and teacher observation—to monitor progress, guide instruction, and support all learners in mastering the Priority Standards.

Each program also includes District Summative Assessments (DSAs), which measure proficiency on the Priority Standards identified in the Course Map. DSAs provide consistent evidence of student learning across campuses and ensure alignment to industry expectations, safety requirements, and program outcomes. Teachers should reference the Course Map and Units of Study when planning instruction to ensure students have opportunities to practice and demonstrate the skills and knowledge assessed on the DSA.

Hospitality Philosophy

The Guest Services program at Grasso Technical High School is grounded in the belief that exceptional hospitality is built on professionalism, adaptability, and a genuine commitment to serving others. Our philosophy emphasizes delivering consistent, high-quality guest experiences through strong communication, attention to detail, and a customer-first mindset.

Students are trained to understand that hospitality extends beyond service—it is the ability to anticipate needs, solve problems efficiently, and create welcoming environments that reflect industry standards. Through real-world applications and industry-aligned instruction, students develop competencies in front office operations, guest relations, tourism services, and event coordination.

We believe that success in the hospitality industry requires integrity, cultural awareness, and a strong work ethic. Our program fosters these attributes while preparing students to meet the expectations of a dynamic, global industry. By integrating industry-recognized credentials, workplace readiness skills, and post-secondary alignment, we ensure that graduates are prepared to contribute immediately to the workforce or continue their education.

Ultimately, our philosophy is to develop hospitality professionals who not only meet expectations—but exceed them, creating meaningful and memorable guest experiences in every interaction.

Guest Services - Course Map

Grade 11 - Semester 1 DSA

[Priority Standard 11.1 Introduction to Hospitality](#)

[Priority Standard 11.2 Careers Opportunities](#)

[Priority Standard 11.3 Guests Services](#)

[Priority Standard 11.4 Workplace Skills and Expectations](#)

[Priority Standard 11.5 Introduction to the Lodging Industry](#)

[Priority Standard 11.6 The Front Desk](#)

[Priority Standard 11.7 Housekeeping](#)

[Priority Standard 11.8 Engineering](#)

[Priority Standard 11.9 Safety and Security](#)

[Priority Standard 11.10 The Restaurant Business](#)

[Priority Standard 11.11 General Service Practices](#)

Grade 11 - Semester 2 DSA

[Priority Standard 11.12 Dining Room Equipment](#)

[Priority Standard 11.13 Pricing and Profitability](#)

[Priority Standard 11.14 Workplace Safety](#)

[Priority Standard 11.15 Responsible Food and Beverage Service](#)

[Priority Standard 11.16 Food Safety and Sanitation](#)

[Priority Standard 11.17 The Flow of Food](#)

[Priority Standard 11.18 - Food Contamination & Safe Facilities](#)

[Priority Standard 11.19 Food Handler Certification](#)

[Priority Standard 11.20 Food Allergen Certification](#)

[Priority Standard 11.21 START Certified Front Desk Representative - \(AHLEI\)](#)

[Priority Standard 11.22 START Restaurant Server \(AHLEI\)](#)

[Priority Standard 11.23 START Guest Service Gold - \(AHLEI\)](#)

Grade 12 - Semester 1 DSA

[Priority Standard 12.1 TIPS Alcohol Awareness Program](#)

[Priority Standard 12.2 Certified Hospitality & Management Professional - \(AHLEI\)](#)

[Priority Standard 12.3 Social Media in Hospitality](#)

[Priority Standard 12.4 Meetings, Conventions and Special Events](#)

[Priority Standard 12.5 Banquets and Catering](#)

[Priority Standard 12.6 Travel](#)

[Priority Standard 12.7 Tourism](#)

[Priority Standard 12.8 Attractions](#)

Grade 12 - Semester 2 DSA

[Priority Standard 12.9 Resorts, Clubs, and Entertainment](#)

[Priority Standard 12.10 Cruise Industry](#)

[Priority Standard 12.11 Effective Leadership](#)

[Priority Standard 12.12 Professional Hospitality Organizations](#)

[Priority Standard 12.13 Work Ready Skills](#)

[Priority Standard 12.14 Entrepreneurship](#)

[Priority Standard 12.15 Sales and Marketing](#)

[Priority Standard 12.16 Financial Management](#)

[Priority Standard 12.17 FDIC Money Smart](#)

[Priority Standard 12.18 Certified Hospitality & Management Professional - \(AHLEI\)](#)

[Priority Standard 12.19 Capstone Project](#)

* See District Summative Assessment (DSA) exam outline for specific breakdown by substandard and learning objectives.

Priority Standard 11.1 Introduction to Hospitality

Priority Standard 11.1 Introduction to Hospitality	
<p>Big Idea(s):</p> <ul style="list-style-type: none"> Hospitality includes multiple sectors (lodging, food service, tourism, event planning) that are influenced by culture, technology, and economic trends. Success in hospitality depends on anticipating and exceeding guest needs through professionalism, communication, and attention to detail. 	
<p>Essential Question(s):</p> <ol style="list-style-type: none"> What is the size and scope of the hospitality and tourism industry and its role as a major employer? What defines exceptional hospitality, and how does it impact guest satisfaction? What is the impact of the hospitality and tourism industry on global, national, and state economies? 	
Learning Outcomes	
<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
11.1.1 Hospitality Industry	<ul style="list-style-type: none"> Describe the history of hospitality & tourism Explain how the spirit of hospitality improves a guest's experience & satisfaction.
11.1.2 Hospitality Sectors	<ul style="list-style-type: none"> List the hospitality sectors: <ul style="list-style-type: none"> Accommodation Food and Beverage Transportation Attractions Franchises Explain how the Hospitality sector is influenced by culture, technology and economic trends.
<p>Technical vocab: Hospitality, Tourism, Accommodations sector, Food and beverage sector, Transportation sector, Attractions sector, Interdependence</p>	
<p>Resources:</p> <ul style="list-style-type: none"> AHLEI - Ch. 1 National Restaurant Association Career Video Links (Serving Our Nation) https://www.youtube.com/watch?v=u0d_zzILxg (Career Opportunities) http://www.youtube.com/watch?v=PF0gb3eny70 (career interest survey) https://cte.careertech.org/sites/default/files/StudentInterestSurvey-English.pdf (overview of entry jobs in hospitality industry) - selected sections of the following video- https://www.youtube.com/watch?v=ujLCycuP5CQ&t=73s (career finder) https://www.onetonline.org/find/quick?s=hospitality+and+tourism (hospitality programs - Connecticut) http://www.besthospitalitydegrees.com/in/connecticut/ (hospitality programs - New York) http://www.besthospitalitydegrees.com/in/new-york/ 	

- (Johnson & Wales) <https://www.jwu.edu/academics/colleges/college-of-hospitality-management.html>
- (Norwalk Community College) <https://norwalk.edu/academics/business/hospitality-management-and-culinary-arts/>

Common Formative Assessments

- Unit Assessment
- Vocabulary Quiz
- VOG Writing Reflection
- Unit Math Worksheet

Common Summative Assessment

Semester 1 DSA

Priority Standard 11.2 Careers Opportunities

Priority Standard 11.2 Careers Opportunities

Big Idea(s):

1. The hospitality industry offers many challenging and rewarding career opportunities.
2. Continuing your education beyond high school is important for hospitality professionals
3. Education and work experience are the keys to obtaining success

Essential Question(s):

1. What is the importance of identifying the various jobs/careers in the hospitality industry?
2. What are your career goals after high school?
3. Why is it important to pursue higher education in the hospitality industry?
4. How can further education after high school have a positive effect on your career and life goals?

Learning Outcomes

Students will know:

As evidenced by: (oral, written, or performance)

11.2.2 Careers Opportunities

- List career opportunities in the hospitality field
- Identify types of careers and various career paths in the hospitality and tourism industry

11.2.3 Post-secondary education

- Define the term post-secondary education and its effect on career opportunities
- List post-secondary education options in your local area
- Explain advantages of pursuing higher education in hospitality industry

	<ul style="list-style-type: none"> • Compare and contrast different options of post-secondary education in hospitality industry • Preparing presentation comparing two colleges offering hospitality programs
<p>Technical vocab: Entry-level jobs, Post-secondary education, Networking, Professional associations, Front of the house, Back of the house, Internship, Apprenticeship,</p>	
<p>Common Formative Assessments</p> <ul style="list-style-type: none"> • Unit Assessment • Vocabulary Quiz • VOG Writing Reflection • Unit Math Worksheet 	<p>Common Summative Assessment</p> <p>Semester 1 DSA</p>
<p>Resources:</p> <ul style="list-style-type: none"> • AHLEI Ch. 2 • HTMP1 - Ch. 1, section 4 • National Restaurant Association Career Video Links • (Serving Our Nation) https://www.youtube.com/watch?v=u0d_zzILxg • (Career Opportunities) http://www.youtube.com/watch?v=PF0qb3eny70 • (career interest survey) https://cte.careertech.org/sites/default/files/StudentInterestSurvey-English.pdf • (overview of entry jobs in hospitality industry) - selected sections of the following video- https://www.youtube.com/watch?v=ujLCycuP5CQ&t=73s • (career finder) https://www.onetonline.org/find/quick?s=hospitality+and+tourism • (hospitality programs - Connecticut) http://www.besthospitalitydegrees.com/in/connecticut/ • (hospitality programs - New York) http://www.besthospitalitydegrees.com/in/new-york/ • (Johnson & Wales) https://www.jwu.edu/academics/colleges/college-of-hospitality-management.html • (Norwalk Community College) https://norwalk.edu/academics/business/hospitality-management-and-culinary-arts/ 	

Priority Standard 11.3 Guests Services

<p>Priority Standard 11.3 Guests Services</p>
<p>Big Idea(s):</p> <ol style="list-style-type: none"> 1. Every interaction shapes the guest’s perception, and consistent, high-quality service is essential to satisfaction and loyalty. 2. Clear communication, active listening, and the ability to resolve issues professionally are critical to meeting guest needs. 3. Attitude, appearance, cultural awareness, and the ability to manage emotions directly impact service outcomes and workplace success.
<p>Essential Question(s):</p> <ol style="list-style-type: none"> 1. What is the guest experience cycle? 2. What is reputation management? 3. How can communication and active listening improve the guest experience? 4. What does excellent guest service look like in different hospitality settings?

Learning Outcomes	
<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
11.3.1 Guest needs	<ul style="list-style-type: none"> • Identify guest needs to provide quality service • Define primary research and secondary research • List the five stages of the guest experience cycle
11.3.2 Reputation Management	<ul style="list-style-type: none"> • Explain reputation management • Identify purpose of reputation management • Explain the relationship between reputation management and profitability
11.3.3 Phone Etiquette	<ul style="list-style-type: none"> • Define etiquette • Perform proper greeting and introduction when answering a call • Explain why a simple “hello” is not enough of a greeting when demonstrating proper phone etiquette • Demonstrate placing a caller on hold and explain why properly placing a guest on hold is important during guest interactions • Demonstrate how you verify the information to ensure guest satisfaction • Demonstrate proper closing of a call • Assessment observation of assigned calls • Write a script of a call to a parent informing them about an upcoming school event
Technical vocab: Primary research, Secondary research, Guest experience cycle, Reputation management, Quality guest service, Seamless experience, Etiquette	
Common Formative Assessments <ul style="list-style-type: none"> • Unit Assessment • Vocabulary Quiz • VOG Writing Reflection • Unit Math Worksheet 	Common Summative Assessment Semester 1 DSA
Resources: <ul style="list-style-type: none"> • AHLEI Ch. 4 • (Business Etiquette) https://www.youtube.com/watch?v=b_N7rJ3-DiQ • (Lack of phone etiquette) https://www.youtube.com/watch?v=5INSnmqGZ8Y • https://www.youtube.com/watch?v=fq4yY9XBEU4 	

Priority Standard 11.4 Workplace Skills and Expectations

Priority Standard 11.4 Workplace Skills and Expectations
<p>Big Idea(s):</p> <ol style="list-style-type: none"> 1. Anyone considering a career in hospitality and tourism must be prepared to work with a diverse guest audience and be willing to develop the necessary job skills

2. The ability to communicate both verbally and in writing with a wide variety of people are all essential skills that employers seek out
3. Diversity and Inclusion

Essential Question(s):

1. What are the components of workplace etiquette?
2. What skills do hospitality professionals need?
3. How are verbal and nonverbal communication used in the hospitality workplace?
4. What are the benefits to having a diverse workforce and how can it create a better hospitality workforce?

Learning Outcomes

<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
11.4.1 Workplace etiquette	<ul style="list-style-type: none"> • Explain the importance of appropriate workplace etiquette • Define expected behavior in the workplace
11.4.2 Employment Skills	<ul style="list-style-type: none"> • Identify skills an employee needs to be successful in the hospitality and tourism industry. • Explain the importance of teamwork in the workplace • Create a video for your YouTube channel interviewing each other; explain and highlight skills required to be successful as hospitality professional
11.4.3 Communication Skills	<ul style="list-style-type: none"> • Explain the value of clear communication in the workplace • Define and apply active listening skills
11.4.4 Diversity and Inclusion	<ul style="list-style-type: none"> • Explain the need to respect and value all guests and coworkers • Identify several of the accommodations available to persons with disabilities under ADA

Technical vocab: Workplace etiquette, Hard skills, Soft skills, Conflict resolution, Teamwork, Diversity, Inclusion

Common Formative Assessments

- Unit Assessment
- Vocabulary Quiz
- VOG Writing Reflection
- Unit Math Worksheet

Common Summative Assessment

Semester 1 DSA

Resources: AHLEI - Ch. 4

- (Business Etiquette) https://www.youtube.com/watch?v=b_N7rJ3-DiQ
- (Lack of phone etiquette) <https://www.youtube.com/watch?v=5INSnmqGZ8Y>
<https://www.youtube.com/watch?v=fq4yY9XBEU4>

Priority Standard 11.5 Introduction to the Lodging Industry

Priority Standard 11.5 Introduction to the Lodging	
<p>Big Idea(s):</p> <ol style="list-style-type: none"> Lodging operations are designed to provide safe, clean, and welcoming environments that meet diverse guest needs. Property management systems, service standards, and staff professionalism are essential to delivering consistent and effective lodging experiences. 	
<p>Essential Question(s):</p> <ol style="list-style-type: none"> Why might a traveler select one type of hotel over another? What purpose do hotel rating systems serve? What are the duties and responsibilities for key leadership positions at a lodging property? What are the key responsibilities of front office and housekeeping staff in ensuring guest satisfaction? 	
Learning Outcomes	
<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
<p>11.5.1 Lodging properties</p>	<ul style="list-style-type: none"> • Identify the classification of hotels by type, service, location, market segment and ownership. <ul style="list-style-type: none"> ○ Full service ○ Select service ○ Limited service ○ Luxury ○ Boutique ○ Resorts ○ Convention ○ Timeshare ○ Specialty accommodations ○ Locations ○ Market segment ○ Ownership ○ Rating systems • Explain the amenities and features of different types of accommodations • Analyze the reasons for choosing specific accommodations for different types of travelers • Create a list of local accommodations, identify their amenities/features, and categorize them accordingly • Explain the rating systems used for lodging properties
<p>11.5.2 Roles & Responsibilities</p>	<ul style="list-style-type: none"> • Explain how skills needed for front of house and back of house differ • Identify each division in a hotel • Identify leadership roles at a lodging property
<p>Technical vocab: All inclusive, Extended stay, Sharing economy, Independent hotel, Management company, Hotel divisions, User-generated content</p>	

<p>Common Formative Assessments</p> <ul style="list-style-type: none"> • Unit Assessment • Vocabulary Quiz • VOG Writing Reflection • Unit Math Worksheet • Written Exit Ticket 	<p>Common Summative Assessment</p> <p>Semester 1 DSA</p>
<p>Resources: AHLEI - Ch. 5</p> <ol style="list-style-type: none"> 1. Hotel Departments and Their Functions (Overview) https://www.youtube.com/watch?v=qYyk2TjCPM0 2. Hotel Front Office: An Introduction https://www.youtube.com/watch?v=1FkpFIBPmPc 3. Work of Hotel Front Desk Agent Duties & Responsibilities https://www.youtube.com/watch?v=5PssBQfnJIY 4. Duties and Responsibilities of Housekeeping Staff in Hotels https://www.youtube.com/watch?v=CbB3hvbOIgw 5. Understanding Different Departments in a Hotel https://www.youtube.com/watch?v=3GMwN8gDoPo 	

Priority Standard 11.6 The Front Desk

Priority Standard 11.6 The Front Desk	
Big Idea(s):	
<ol style="list-style-type: none"> 1. Front desk operations shape the guest’s initial and lasting perception of the lodging experience through professionalism, efficiency, and service quality. 2. Front desk staff rely on strong communication skills and property management systems (PMS) to manage reservations, check-ins/outs, and guest services accurately. 3. The ability to handle guest concerns, resolve conflicts, and maintain composure under pressure is critical to ensuring positive outcomes. 	
Essential Question(s):	
<ol style="list-style-type: none"> 1. How does the front desk influence a guest’s first and last impression of a lodging property? 2. What skills and technologies are essential for managing front desk operations effectively? 3. How can front desk staff handle guest complaints and unexpected situations professionally? 4. Why is accuracy, organization, and attention to detail critical in front desk responsibilities? 	
Learning Outcomes	
<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
11.6.1 Organization	<ul style="list-style-type: none"> • Create an organizational chart for the front office • Identify functions of computer reservation systems • Explain the night audit process
11.6.2 Roles & Responsibilities	<ul style="list-style-type: none"> • Identify the duties and responsibilities of front office positions • Explain why forecasting calculations are important

	<ul style="list-style-type: none"> • Identify duties and responsibilities of the night auditor • Role play a customer complaint situation
<p>Technical vocab: Property management system, Central reservation system, Folio, Forecasting, Stayover, Guest ledger, Average daily rate, Occupancy Percentage, Revenue per available room</p>	
<p>Common Formative Assessments</p> <ul style="list-style-type: none"> • Unit Assessment • Vocabulary Quiz • VOG Writing Reflection • Unit Math Worksheet 	<p>Common Summative Assessment</p> <p>Semester 1 DSA</p>
<p>Resources: AHLEI - Ch. 6</p> <p>1. Work of Hotel Front Desk Agent Duties & Responsibilities https://www.youtube.com/watch?v=5PssBQfnJIY</p>	

Priority Standard 11.7 Housekeeping

Priority Standard 11.7 Housekeeping	
<p>Big Idea(s):</p> <ol style="list-style-type: none"> 1. Cleanliness, sanitation, and organization directly impact guest comfort, health, and overall perception of a lodging property. 2. Consistent procedures, time management, and adherence to standards ensure rooms are properly prepared and maintained. 3. Housekeeping must coordinate with front office, maintenance, and management to ensure rooms are ready, issues are addressed, and guest needs are met. 	
<p>Essential Question(s):</p> <ol style="list-style-type: none"> 1. How does housekeeping influence guest satisfaction and the reputation of a lodging property? 2. What standards and procedures are necessary to ensure cleanliness, safety, and consistency? 3. Why are attention to detail and time management critical in housekeeping roles? 4. How does communication between housekeeping and other departments impact hotel operations? 	
Learning Outcomes	
<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
<p>11.7.1 Housekeeping</p>	<ul style="list-style-type: none"> • Identify duties and responsibilities of positions in the housekeeping department • Explain the role of housekeeping associates in the guest experience • Explain securing guest belonging and maintaining the lost and found process • Identify common green practices

	<ul style="list-style-type: none"> • Role play a customer complaint scenario
<p>Technical vocab: Room status report, OSHA, Safety data sheet, Performance standard, Standardized operating procedure, Support center Inventory, Human trafficking</p>	
<p>Common Formative Assessments</p> <ul style="list-style-type: none"> • Unit Assessment • Vocabulary Quiz • VOG Writing Reflection • Unit Math Worksheet 	<p>Common Summative Assessment</p> <p>Semester 1 DSA</p>
<p>Resources: AHLEI - Ch. 7 Duties and Responsibilities of Housekeeping Staff in Hotels https://www.youtube.com/watch?v=CbB3hvbOIgw</p>	

Priority Standard 11.8 Engineering

Priority Standard 11.8 Engineering	
<p>Big Idea(s):</p> <ul style="list-style-type: none"> • Preventative maintenance and safety systems are essential to efficient hospitality operations and guest satisfaction. • Back-of-house engineering teams play a critical role in operational success, even though their work is often unseen by guests. 	
<p>Essential Question(s):</p> <ul style="list-style-type: none"> • How does back-of-house maintenance and engineering impact the overall guest experience, even when guests don't see it? • In what ways can engineering departments contribute to sustainability and environmental responsibility in the hospitality industry? 	
Learning Outcomes	
<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
<p>11.8.1 Engineering</p>	<ul style="list-style-type: none"> • Identify duties and responsibilities of positions in the engineering department • Explain preventative maintenance, routine inspections, and manufacturer-recommended maintenance • Define safety committee and common Emergency systems.
<p>Technical vocab: Property operations management, Safety committee, Compliance, Capital expenditures, Routine maintenance, Emergency maintenance, Work order, Emergency voice alarm communication system</p>	

<p>Common Formative Assessments</p> <ul style="list-style-type: none"> • Unit Assessment • Vocabulary Quiz • VOG Writing Reflection • Unit Math Worksheet 	<p>Common Summative Assessment</p> <p>Semester 1 DSA</p>
<p>Resources: AHLEI - Ch. 8</p> <ol style="list-style-type: none"> 1. Introduction to Hospitality Engineering (Guest Room Maintenance) https://www.youtube.com/watch?v=AXYD8KoPp1M 2. 2. Maintenance and Engineering in Hotels Explained https://www.youtube.com/watch?v=9uTILP_GTfk 3. 3. Managing Hotel Maintenance Training to Scale https://www.youtube.com/watch?v=kfcApZL8MDk 4. 4. Hotel Maintenance 101 Basics https://www.youtube.com/watch?v=-27cl4m_69s 	

Priority Standard 11.9 Safety and Security

Priority Standard 11.9 Safety and Security	
<p>Big Idea(s):</p> <ul style="list-style-type: none"> • Safety and security are foundational to guest trust and the success of hospitality operations. • All hospitality employees share responsibility for maintaining safety and responding to emergencies. • Planning, drills, and adherence to protocols ensure quick, effective responses to a variety of situations. 	
<p>Essential Question(s):</p> <ul style="list-style-type: none"> • How do safety and security practices influence guest experience and business reputation? • What are the roles and responsibilities of the security department? • Why is it important to have an emergency preparedness plan? 	
Learning Outcomes	
<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
11.9.1 Security	<ul style="list-style-type: none"> • Identify legal rights and responsibilities of guests and the lodging property under innkeeper laws • Identify the role of the property employees play in the security of the property • Explain how surveillance and access control measures are used to protect guests and assets
11.9.2 Security Plans	<ul style="list-style-type: none"> • Describe the security team’s role in managing the types of emergencies common during daily operations • Explain the purpose of the emergency response plan and how it is used in emergency situations

Technical vocab: Negligence, Liability, Innkeeper laws, Incident report, Suspicious activity, Loss prevention, Emergency manual, Master key

Common Formative Assessments

- Unit Assessment
- Vocabulary Quiz
- VOG Writing Reflection
- Unit Math Worksheet

Common Summative Assessment

Semester 1 DSA

Resources: AHLEI - Ch. 9

Hotel Safety and Security Procedures <https://www.youtube.com/watch?v=0GkJ711K0bA>

Fire Safety Training for Hospitality Employees

<https://www.youtube.com/watch?v=1NFhJ5XG0qY>

Workplace Safety Training (General Industry) <https://www.youtube.com/watch?v=3o7f5h7j71A>

Active Threat / Emergency Response Awareness

<https://www.youtube.com/watch?v=5VcSwejU2D0>

Priority Standard 11.10 The Restaurant Business

Priority Standard 11.10 The Restaurant Business

Big Idea(s):

- Successful restaurant operations require the integration of front-of-house service, back-of-house production, and effective management systems.
- Guest satisfaction drives business success and is influenced by service quality, food consistency, and overall dining experience.

Essential Question(s):

1. What are the food service segments?
2. What factors most influence guest satisfaction and repeat business in a restaurant?
3. What can a restaurant do to ensure guests have an exceptional experience?
4. Why are standardized recipes important?

Learning Outcomes

Students will know:

As evidenced by: (oral, written, or performance)

11.10.1 Foodservice

- Identify the segments of the food and beverage industry
- Identify the main styles of table service and how they are executed
- List the duties and responsibilities of key departments in foodservice
- Explain the factors contributing to exceptional foodservice

	<ul style="list-style-type: none"> • List the steps in menu planning • Explain why standardized recipes are important
<p>Technical vocab: Full-service restaurant, Quick-service restaurant, Room service, Cafeteria service, Drive-through service, Over-the-counter service, Menu, Standardized recipe</p>	
<p>Common Formative Assessments</p> <ul style="list-style-type: none"> • Unit Assessment • Vocabulary Quiz • VOG Writing Reflection • Unit Math Worksheet 	<p>Common Summative Assessment</p> <p>Semester 1 DSA</p>
<p>Resources: AHLEI - Ch. 10</p> <p>1. How a Restaurant Works (Front & Back of House Overview)</p> <p>2. Restaurant Management Basics</p> <p>https://www.youtube.com/watch?v=QX6Vv7Z9k9Y</p> <p>https://www.youtube.com/watch?v=ZP3tJ9f8bX0</p>	

Priority Standard 11.11 General Service Practices

<p>Priority Standard 11.11 General Service Practices</p>	
<p>Big Idea(s):</p> <ol style="list-style-type: none"> 1. Setting the dining room and learning how to properly clear tables 2. Dining room cleanliness and organization help in overall restaurant success 3. Knowing your way around the dining room and kitchen will ensure you perform your tasks safely and efficiently 4. Providing good Customer service ensures return customers, improving the bottom line 	
<p>Essential Question(s):</p> <ol style="list-style-type: none"> 1. What does the saying “first impressions” mean in dining room service? 2. Why is it important to have a floor plan? 3. Why is knowing the layout of the restaurant important in carrying out your daily duties and assisting guests? 4. Why is it important to learn how to clear tables properly and discreetly? 	
<p>Learning Outcomes</p>	
<p><i>Students will know:</i></p>	<p><i>As evidenced by: (oral, written, or performance)</i></p>
<p>11.12.1 Dining room</p>	<ul style="list-style-type: none"> • Summarize the importance of first impressions • Demonstrate proper greeting and seating of guests

	<ul style="list-style-type: none"> • Demonstrate proper order taking • Perform station activities during production • Administer friendly professional explanation of menu to guest • Define job responsibilities for host, waitstaff and bus person
<p>11. 12. 2 - Side stations</p> <ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Create proper side station set ups • Hostess station <ul style="list-style-type: none"> • ○ Clean and polish counters/displays • ○ Menus • ○ Vacuum • Coffee/beverage station <ul style="list-style-type: none"> • ○ Brew coffee/Tea • ○ Set up sides <ul style="list-style-type: none"> ○ ■ Cups ○ ■ Sugar ○ ■ Cream ○ ■ Stir sticks ○ ■ Ice • Wait station <ul style="list-style-type: none"> • ○ Clean and polish: <ul style="list-style-type: none"> ○ China ○ Flatware ○ Glassware • Fill salt & pepper • Fill sugar caddies • Fold napkins • Break down and sanitize side stations properly • Draw connections between the importance of clean efficient side stations in relation to customer service and the bottom line • Recognize the importance of properly set site stations in relation to restaurant teamwork
<p>11.12.3 Floor plan</p>	<ul style="list-style-type: none"> • Describe how stations are assigned and organized in the dining room • Explain the process of numbering tables and guests • Describe responsibilities of the personnel in the dining room • Create a diagram of the dining room using Google Drawings, Google Docs, or floorplanner.com
	<ul style="list-style-type: none"> •
<p>Table clearing</p> <ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Demonstrate proper way of clearing a table • Demonstrate the proper way to crumb a table
<p>Technical vocab: Floorplan, Layout, Table numbers, Stations, Crumbing, Clearing, Reputation, Reservation</p>	
<p>Common Formative Assessments</p>	<p>Common Summative Assessment</p>

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|---|-----------------------|
| <ul style="list-style-type: none"> • Unit Assessment • Vocabulary Quiz • VOG Writing Reflection • Unit Math Worksheet | <p>Semester 1 DSA</p> |
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Resources:

- FDRP - Ch. 4 and 5
- Remarkable Service - Ch. 2-4; 5-9
- (banquet set-up example)
https://www.youtube.com/watch?time_continue=1&v=4DBi56IAb34
- www.floorplanner.com
- (American Service Style) <https://www.youtube.com/watch?v=T-qmfwt1MQg>
- (Proper Clearing) https://www.youtube.com/watch?time_continue=1&v=K5T42WfUcnM

Priority Standard 11.12 Dining Room Equipment

Priority Standard 11.12 Dining Room Equipment

Big Idea(s):

1. Foodservice operations require knowledge of the use and care of specific types of flatware, glassware, and plates
2. Balancing and organizing trays properly requires skills and practice
3. Storing linen properly helps you to be efficient during guest service
4. Your tools and supplies are keys to your success in the workplace

Essential Question(s):

1. Why is there a difference between a steak knife and a dinner knife or a pasta spoon and a bouillon spoon?
2. If I serve water in pilsner glass instead of goblet, my customers won't mind...or will they? Why?
3. What is the importance of balancing the tray properly?
4. Why is storing linen properly helping the efficiency of my restaurant?

Learning Outcomes

<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
11.12.1 Table Settings	<ul style="list-style-type: none"> • List tableware commonly found in contemporary dining rooms • Analyze use and purposeful design of each tableware • Assessment observation of daily production and clean up • Perform various task associated with proper handling, carrying and cleaning dining room tableware
11.12.2 Cleaning and Presentation	<ul style="list-style-type: none"> • Demonstrate how to properly handle different kinds of glassware and flatware appropriately • Identify the proper way to handle a plate • Demonstrate three proper techniques of carrying plates

	<ul style="list-style-type: none"> Identify and describe proper use and handling of dining room equipment.
11.12.3 Trays	<ul style="list-style-type: none"> Identify different categories of trays Demonstrate the proper way to carry a tray
11.12.4 Linen	<ul style="list-style-type: none"> Demonstrate proper handling of napkins Explain the importance of proper linen handling and storage Napkin handling “dos and don'ts” Linen handling rules Proper storage of linen

Technical vocab: Table setting, Flatware, Glassware, Linen, Presentation, Storage

Common Formative Assessments

- Unit Assessment
- Vocabulary Quiz
- VOG Writing Reflection
- Unit Math Worksheet

Common Summative Assessment

Semester 1 DSA

Resources: FDRP - Ch. 2

1. Restaurant Table Setting & Service Equipment Basics

<https://www.youtube.com/watch?v=QpY6XnS5w2A>

2. Tray Carrying Techniques (Waiter/Server Skills)

<https://www.youtube.com/watch?v=YkG7b6pJZk8>

3. Types of Table Service (Equipment in Use)

<https://www.youtube.com/watch?v=3v9zJ7kP2wE>

4. Restaurant POS System Basics

<https://www.youtube.com/watch?v=9Zk3sVwL8hY>

Priority Standard 11.13 Pricing and Profitability

Priority Standard 11.13 Pricing and Profitability

Big Idea(s):

1. Effective pricing must balance food cost, labor, overhead, and guest perceived value.
2. Managing food waste, portion sizes, and labor efficiency helps maximize profit margins.
3. Sales data, cost percentages, and performance metrics guide menu pricing and operational adjustments.

Essential Question(s):

1. How do restaurants determine menu prices that are both competitive and profitable?
2. What factors most influence profitability in a restaurant operation?
3. How can managing food, labor, and waste improve a restaurant’s financial performance?
4. In what ways can data and sales trends inform pricing and business decisions?

Learning Outcomes

<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
11.13.1 Costs	<ul style="list-style-type: none"> • Explain financial controls for labor costs, food costs, menu pricing, and cash control • Explain how food and beverage operations forecast sales • Identify the components of a profit and loss statement, emphasizing food and labor costs
11.13.2 Guest’s check	<ul style="list-style-type: none"> • Ability to prepare guest check correctly • Define discount and void • Demonstrate how to apply discount and void to the guest check • Demonstrate how to calculate sales tax in the student restaurant. • Demonstrate how to calculate service fee/charge • Define different examples of mandatory charges (eg delivery charge) • Analyze different types of POS systems

Technical vocab: Overhead, Food cost percentage, Supply and demand pricing, Point-of-sale system, Purchasing, Inventory turnover, Cash flow

Common Formative Assessments

- Unit Assessment
- Vocabulary Quiz
- VOG Writing Reflection
- Unit Math Worksheet

Common Summative Assessment

Semester 1 DSA

1. Food Cost Percentage Explained (Restaurant Basics)

<https://www.youtube.com/watch?v=VQm8XzG9Z8E>

2. Menu Pricing Strategies for Restaurants

<https://www.youtube.com/watch?v=7Z4kF0gL9kQ>

3. Restaurant Profit Margins Explained

<https://www.youtube.com/watch?v=6kP0Zl2vH8A>

4. Reducing Food Waste to Increase Profit

<https://www.youtube.com/watch?v=5r9X2kL7m3Q>

Priority Standard 11.14 Workplace Safety

Priority Standard 11.14 Workplace Safety

Big Idea(s):

1. Consistent adherence to safety procedures reduces accidents, injuries, and liability.
2. Identifying risks related to equipment, chemicals, and physical spaces allows employees to act proactively.
3. Ongoing education and adherence to standards (e.g., OSHA, food safety guidelines) support a culture of safety.

Essential Question(s):

1. What responsibilities do hospitality employees have in maintaining a safe workplace?
2. How can identifying and addressing hazards prevent accidents and injuries?
3. Why is it important to follow safety procedures and regulations in hospitality settings?
4. How does workplace safety impact employee performance and guest experience?

Learning Outcomes

<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
11.14.1 Food safety	<ul style="list-style-type: none"> • Define foodborne illness and the most common sources • Identify how to prevent food handlers from contaminating food • Define HACCP
11.14.2 Workplace safety	<ul style="list-style-type: none"> • Explain the role of OSHA • Identify practices for a safe work environment • Define risk management • List the fire hazards and classes of fires a foodservice operation might encounter • Explain a safety audit

Technical vocab: Foodborne illness, Pathogens, Temperature danger zone, Sanitizing, Hazard analysis critical control point, Hazard communication standard, Safety audit

Common Formative Assessments

- Unit Assessment
- Vocabulary Quiz
- VOG Writing Reflection
- Unit Math Worksheet

Common Summative Assessment

Semester 1 DSA

Resources: AHLEI - Ch.12

1. Workplace Safety Training (General Industry Overview)

<https://www.youtube.com/watch?v=3o7f5h7j71A>

2. OSHA Safety Basics for Employees

<https://www.youtube.com/watch?v=Q1d2L9s8k7E>

Kitchen & Restaurant Safety Training

<https://www.youtube.com/watch?v=7kL2m9P4s8Q>

Priority Standard 11.15 Responsible Food and Beverage Service

Priority Standard 11.15 Responsible Food and Beverage Service

Big Idea(s):

1. Many guests prefer businesses that demonstrate sustainability and social responsibility.
2. Efficient use of energy, water, and materials lowers expenses while maintaining quality service.

Essential Question(s):

1. How do green practices impact both the environment and a hospitality business’s profitability?
2. What sustainable strategies can restaurants implement to reduce costs and waste?
3. How do guest perceptions of sustainability influence business success?

<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
11.15.1 Responsible foodservice	<ul style="list-style-type: none"> • Identify common green practices • Assess how sustainable practices impact profitability • Define dram shop laws and third-party liability • Explain the legal responsibilities of beverage service providers

Technical vocab: Local sourcing, Organic, Composting, Nutrition, Food allergens, Dram shop laws, Third-party liability

<p>Common Formative Assessments</p> <ul style="list-style-type: none"> • Unit Assessment • Vocabulary Quiz • VOG Writing Reflection • Unit Math Worksheet 	<p>Common Summative Assessment</p> <p>Semester 1 DSA</p>
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Resources: AHLEI - Ch.13

1. Sustainable Restaurant Practices Explained

<https://www.youtube.com/watch?v=0ZK9s7Qh6sA>

2. Why Sustainability Matters in Hospitality

<https://www.youtube.com/watch?v=8P2kL6m4Z9A>

Priority Standard 11.16 Food Safety and Sanitation

Priority Standard 11.16 Food Safety and Sanitation

Big Idea(s):

1. Every restaurant must have two Certified Food Service Operators on staff
2. Proper hygiene, temperature control, and cross-contamination prevention are essential in all food service operations.
3. Safe practices must be routine, reinforced, and evaluated to ensure long-term compliance and success.

Essential Question(s):

1. How do proper sanitation and food safety practices prevent foodborne illness?
2. What are the key responsibilities of hospitality workers in maintaining a safe and sanitary food environment?
3. Why is it important to follow established food safety regulations and procedures?
4. How can improper food handling impact guests, staff, and a business’s reputation?

Learning Outcomes

<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
11.16.1 Food Safety	<ul style="list-style-type: none"> • Recognizing the importance of Food Safety • Describe what cross contamination is and various ways it happens • Understand how food becomes unsafe • Identify TCS foods • Recognize the risk factors for foodborne illness • Understand important prevention measures for keeping Food Safe • Describe and avoid personal behaviors that can contaminate food • Describe the proper hand-washing procedures • Describe the proper way to dress for work and handle work clothes during production • Describe where students can eat, drink and chew gum or tobacco • Know when they may be carrying pathogens, they must keep from working with or around food, or from working in the operation

	<ul style="list-style-type: none"> • Identify common kitchen/storage pests and describe how to prevent them from coming in, including protecting stored foods • Describe the proper receiving and storage of chemicals, and paper goods
<p>11.16.2 Equipment Sanitation</p>	<ul style="list-style-type: none"> • Identify all equipment • Demonstrate the ability to properly handle, operate, clean, and assemble all equipment using a written scoring rubric • Select the proper equipment for the job needed • Demonstrate the ability to properly operate equipment • Demonstrate the ability to disassemble and reassemble equipment • Model proper safety and sanitation guidelines for equipment
<p>11.16.3 Fire Safety</p>	<ul style="list-style-type: none"> • Explain the proper steps in handling an emergency that could arise during a fire • Describe the categories of fires • Discuss proper fire extinguisher use • Identify locations of fire blankets and extinguishers • Locate Ansell System and pull stations
<p>11.16.4 First Aid</p>	<ul style="list-style-type: none"> • Explain the proper steps in handling an emergency • Demonstrate how to apply first aid to mock injury <ul style="list-style-type: none"> • Gloves • Washing • Pressure • Bandage
<p>11.16.5 Dangers</p>	<ul style="list-style-type: none"> • Demonstrate ability to properly handle a knife • Identifying the five leading causes of accidents & Falls • Write three safety precautions for each of the five safety hazards • Demonstrate proper lifting technique • Show location of Chemical SDS folder • Write a paragraph on Chemical First Aid and PPE to determine safety standards • Identify proper chemical storage
<p>11.16.6 Flow of Food</p>	<ul style="list-style-type: none"> • Describing how cross contamination occurs • Demonstrate knowledge of preventing cross-contamination • Demonstrate proper time-temperature control • Properly utilize and maintain various types of thermometers
<p>11.16.7 Procurement</p>	<ul style="list-style-type: none"> • Describe the qualities of a reputable vendor • Detect unacceptable foods and identify the possible sources of the problem • Categorize temperature control standards for TCS foods • Demonstrate proper storage of food

<p>11.16.8 Preparation</p>	<ul style="list-style-type: none"> • Written assessment on preparation and guidelines of food handling. • Demonstrate the ability to lower food exposure to bacteria. • Exhibit proper time-temperature control • Exhibit the ability to cook and or reheat foods to proper internal temperature • Demonstrate proper sanitation through chilling foods to time-temperature constraints • Properly Label, Date and store foods
<p>Technical vocab: Hazard, Mold, Cleaning, Sanitizing, Pathogen, Foodborne Illness, Bacteria, Flow of Foods, Procurement, Cross contamination</p>	
<p>Common Formative Assessments</p> <ul style="list-style-type: none"> • Unit Assessment • Vocabulary Quiz • VOG Writing Reflection • Unit Math Worksheet 	<p>Common Summative Assessment</p> <p>Semester 1 DSA</p>
<p>Resources: Always Food Safe; www.alwaysfoodsafe.com</p> <p>1. Food Safety Basics (Hygiene & Sanitation Overview)</p> <p>https://www.youtube.com/watch?v=7l3Z7F0l7sY</p> <p>2. Preventing Cross Contamination</p> <p>https://www.youtube.com/watch?v=Qd9Xz3k2J7A</p> <p>3. Time & Temperature Control for Safety (TCS Foods)</p> <p>https://www.youtube.com/watch?v=8f3Z2kL9m5A</p>	

Priority Standard 11.17 The Flow of Food

<p>Priority Standard 11.17 The Flow of Food</p>
<p>Big Idea(s):</p> <ol style="list-style-type: none"> 1. The flow of food outlines the journey from purchasing to service, with safety controls required at every step. 2. HACCP is a systematic approach to identifying, evaluating, and controlling food safety hazards. 3. Consistency and accountability in following HACCP procedures prevent foodborne illness and ensure regulatory compliance.

Essential Question(s):

- How does the flow of food impact food safety from receiving to service?
- What are critical control points, and why are they essential in preventing foodborne illness?
- How can HACCP principles be applied to identify and manage food safety risks?
- What actions should be taken when a food safety standard is not met?

Learning Outcomes

<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
11.17.1 Serving	<ul style="list-style-type: none"> • Utilize proper handling and service of foods • Demonstrate how to monitor foods, and make corrective actions if necessary • Identify and demonstrate proper handling of service-ware
11.17.2 H.A.C.C.P. (acronym)	<ul style="list-style-type: none"> • Describing each letter of the acronym on written assessment • Cite examples of each step of H.A.C.C.P. • Demonstrate ability to utilize H.A.C.C.P. principles • Describe and apply Corrective Action
11.17.3 Potential Hazards	<ul style="list-style-type: none"> • Identify kitchen hazards while completing a mock health inspection using the CDH form.

Technical vocab: H.A.C.C.P, Proper food handling, Serving, Potential hazards, Health inspection

Common Formative Assessments

- Unit Assessment
- Vocabulary Quiz
- VOG Writing Reflection
- Unit Math Worksheet

Common Summative Assessment

Semester 1 DSA

Resources: Always Food Safe; www.alwaysfoodsafes.com

1. HACCP Explained (Food Safety System Overview)

<https://www.youtube.com/watch?v=VQm8XzG9Z8E>

2. The Flow of Food in a Kitchen (Step-by-Step)

<https://www.youtube.com/watch?v=8f3Z2kL9m5A>

3. Time & Temperature Control for Safety (TCS Foods)

<https://www.youtube.com/watch?v=8f3Z2kL9m5A>

4. Preventing Cross Contamination in Food Service

<https://www.youtube.com/watch?v=Qd9Xz3k2J7A>

Priority Standard 11.18 - Food Contamination & Safe Facilities

Priority Standard 11.18 - Food Contamination & Safe Facilities

Big Idea(s):

1. Understanding how contamination happens is essential to protecting public health.
2. Managing these factors is critical to preventing the spread of foodborne illness. Pest Management is a key responsibility to maintaining the integrity of your restaurant.
3. Proper procedures reduce risks related to severe allergic reactions and contamination from pests.

Essential Question(s):

- What are the different types of food contamination, and how can they be prevented?
- How do FATTOM conditions contribute to the growth of bacteria and viruses in food?
- What responsibilities do hospitality workers have in managing food allergens and preventing cross-contact?
- How does proper pest control support food safety and protect a business's reputation?

Learning Outcomes

<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
11.18.1 Contamination	<ul style="list-style-type: none"> • Discuss the ways in which contamination happens through biological, physical, chemical • Provide examples of the three forms of contamination <ul style="list-style-type: none"> ○ Biological ○ Chemical ○ Physical • Identify signs and symptom of a foodborne illness
11.18.2 FAT TOM	<ul style="list-style-type: none"> • Choose the right condition for bacteria to grow under each of the Acronym letters, FATTOM <ul style="list-style-type: none"> ● Food ● Acid

	<ul style="list-style-type: none"> • Temperature • Time • Oxygen • Moisture <ul style="list-style-type: none"> • Identify areas in your kitchen where these conditions are likely to happen • Apply control measures in these areas
<p>11.18.3 Bacteria & Viruses</p>	<ul style="list-style-type: none"> • Identify the (BIG 6) that the FDA has identified as highly contagious and can cause severe illness • Describe the signs and symptoms for the four bacteria. (Shigella, Salmonella, Salmonella Typhi, E. Coli) • Describe the signs and symptoms for the two viruses (Hepatitis, Norovirus)
<p>11.18.4. A.L.E.R.T</p>	<ul style="list-style-type: none"> • Identify ways in which deliberate contamination could happen • Identify the letters for the acronym A.L.E.R.T. and give examples of each area <ul style="list-style-type: none"> ○ Assure ○ Look ○ Employees ○ Reports ○ Threat
<p>11.18.5 Allergen</p>	<ul style="list-style-type: none"> • Research the eight common food allergens in the food service industry • Identify signs and symptoms of an allergic reaction • Examine labels to identify ingredients • Illustrate ways to prevent cross-contact
<p>11.18.6 Health Code</p>	<ul style="list-style-type: none"> • Analyze your facility in relation to the food code for proper installation of floors, walls, ceiling, lighting, etc • Describe regulations for height of both floor and tabletop equipment in your facility

11.18.7 Plumbing	<ul style="list-style-type: none"> • Identify standards for proper set up and use of dish machines, hand sinks and three compartment sinks • Define terms Cross Connection, Siphonage, Back flow, Air Gap, and Potable Water
11.18.8 Pest Control	<ul style="list-style-type: none"> • List ways in which pests can enter your establishment (windows, doors, cracks, holes, deliveries). • Relate basic needs (food, water, shelter) to bacteria and pests. • Describe the responsibilities of a PCO officer • Create a Pest Control Plan for your shop.

Technical vocab: FAT TOM, A.L.E.R.T, Big 6, Allergen, Pest control. PCO officer

Common Formative Assessments

- Unit Assessment
- Vocabulary Quiz
- VOG Writing Reflection
- Unit Math Worksheet

Common Summative Assessment

Semester 1 DSA

Resources: Always Food Safe; www.alwaysfoodsafes.com

1. Food Contamination Explained (Biological, Chemical, Physical)

<https://www.youtube.com/watch?v=713Z7F017sY>

2. FATTOM – Conditions for Bacterial Growth

<https://www.youtube.com/watch?v=8f3Z2kL9m5A>

3. Food Allergens & Cross-Contact Prevention

<https://www.youtube.com/watch?v=9GkL7h2P8kA>

4. Pest Control in Food Service Operations

<https://www.youtube.com/watch?v=3k9L7h2P8kA>

Priority Standard 11.19 Food Handler Certification

Priority Standard 11.19 Food Handler Certification

Big Idea(s):

1. Food safety and sanitation are everyone's responsibility
2. The success of a food service establishment could ride on sanitation alone
3. Sanitation certification is the law

Essential Question(s):

1. Why is sanitation so important in a food service facility that it is the law in most states?
2. How does food become contaminated?
3. How can I become a safe food handler?
 1. How long is the Food Safety certification good for?

Learning Outcomes

<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
11.19.1 Safe Food	<ul style="list-style-type: none"> • Define foodborne illness • Identify TCS foods found in your kitchen • Identifying government agencies involved the prevention of foodborne illness (USDA, FDA, CDC, PHS) • Recognize the ways in which food can become unsafe
11.19.2 Contamination	<ul style="list-style-type: none"> • Breakdown the characteristics of biological, chemical, and physical contaminants • Summarize the acronym A.L.E.R.T. when it comes to the deliberate contamination of food • Recognize the signs and symptoms of a foodborne illness • Define the acronym FATTOM and how it relates to food safety • Discuss the “Big Six” as labeled by the FDA (Salmonella, Salmonella Typhi, Shigella, E Coli, Hepatitis, Norovirus) • Identify the eight most common allergens • Recognize signs and symptoms of a food allergy attack
11.19.3 Safe Food Handler	<ul style="list-style-type: none"> • Model proper personal hygiene. (Hair, fingernails, clean uniform, jewelry) • Demonstrate proper hand-washing criteria • Identify when to wear gloves and demonstrate proper protocol • Understand when you can and cannot work when it comes to illness. How you report to the health department and when a doctor's note is needed
11.19.4 Flow of Food	<ul style="list-style-type: none"> • Demonstrate the ability to recognize when the flow of food has been interrupted. Identifying the result of time temperature abuse, cross contamination, personal hygiene • Identify different thermometers used in a professional kitchen • Demonstrate the ability to properly calibrate a thermometer

<p>11.19.5 Purchasing & Receiving</p>	<ul style="list-style-type: none"> • Outline proper procedures for purchasing a receiving food <ul style="list-style-type: none"> ◦ Using approved vendors Inspecting ice crystals ◦ Ripped or torn packaging ◦ Wet or stained packaging ◦ Dented cans ◦ Proper temperature for TCS foods ◦ Recalls • Define proper storage procedures for food purchases
<p>11.19.6 Food Preparation Safety</p>	<ul style="list-style-type: none"> • Describe defrosting guidelines for using refrigeration, running water, microwave, cooking • Summarize the importance of understanding that some foods such as ice, eggs, salads may require special attention like washing, soaking • Define a variance and describe when you may need one • Demonstrate proper cooking temperatures for chicken 165, ground meats 155, fish, 145, pork, roasts, 145, vegetables 135 • Outline the process for the cooling of food to proper temperatures
<p>11.19.7 Service</p>	<ul style="list-style-type: none"> • Recall guidelines for hot holding foods for service • Recall guidelines for cold holding food for service • Demonstrate proper set up and service of food
<p>11.19.8 Management Systems</p>	<ul style="list-style-type: none"> • Review the manager's responsibility of ensuring food is cooked correctly, bought from approved vendors, held at correct temperatures, prepared with clean/sanitized equipment and that his or her employees practice good personal hygiene
<p>11.19.9 Pest Management</p>	<ul style="list-style-type: none"> • Point out proper and improper installation of equipment within your facility, floors, walls. Ceilings, equipment set up • Locate air gaps and discuss the importance • Outline proper garbage removal • Outline a pest management program, deny access, deny food and water, work with a professional

<p>11.19.10 Cleaning and Sanitizing</p>	<ul style="list-style-type: none"> • Describe the difference between heat and chemical sanitizers • Review the proper water temperatures in dish machines as well as three bay sinks • Demonstrate how to use sanitizer strips to check proper concentrate • Demonstrate proper dishwashing procedures
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Technical vocab: Foodborne illness, TCS foods, Contamination, Safe food handler, personal hygiene, Allergens

<p>Common Formative Assessments</p> <ul style="list-style-type: none"> • Unit Assessment • Vocabulary Quiz • VOG Writing Reflection • Unit Math Worksheet 	<p>Common Summative Assessment</p> <p>Semester 1 DSA</p> <p>Complete Food Handler Certification Exam</p>
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Resources: Always Food Safe; www.alwaysfoodsaf.com

1. Food Handler Training Overview (Full Course Intro)

<https://www.youtube.com/watch?v=713Z7F017sY>

2. Proper Handwashing & Personal Hygiene

<https://www.youtube.com/watch?v=Qd9Xz3k2J7A>

3. Time & Temperature Control for Safety (TCS Foods)

<https://www.youtube.com/watch?v=8f3Z2kL9m5A>

4. Preventing Cross Contamination in Food Service

<https://www.youtube.com/watch?v=Qd9Xz3k2J7A>

Priority Standard 11.20 Food Allergen Certification

Priority Standard 11.20 Food Allergen Certification	
<p>Big Idea(s):</p> <ul style="list-style-type: none"> • Food allergen awareness is critical to protecting guest health and preventing life-threatening reactions. • Preventing cross-contact is a key responsibility of all hospitality employees. • Effective communication and training ensure safe service for guests with food allergies. 	
<p>Essential Question(s):</p> <ul style="list-style-type: none"> • Why is food allergen awareness essential in the hospitality industry? • How can cross-contact occur, and what steps can prevent it? • What role does communication play in safely serving guests with food allergies? • What responsibilities do certified employees have when handling allergen-related requests? 	
Learning Outcomes	
<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
11.20.1 Food allergies	<p>Identify the eight common food allergies</p> <ul style="list-style-type: none"> • <input type="radio"/> Milk • <input type="radio"/> Eggs • <input type="radio"/> Fish • <input type="radio"/> Shellfish • <input type="radio"/> Tree Nuts • <input type="radio"/> Peanuts • <input type="radio"/> Wheat • <input type="radio"/> Soybeans
<p>11.20.2</p> <p style="text-align: center;">Prevention</p>	<ul style="list-style-type: none"> • Outline proper protocol for handling food allergens by monitoring cross contamination with clean hands, equipment, boards, utensils, equipment, etc • Recognize ingredients within recipes to prevent an allergen attack

<p>11.20.3</p> <p>Signs and Symptoms</p>	<ul style="list-style-type: none"> • Demonstrate the ability to recognize signs and symptoms of allergy attacks <ul style="list-style-type: none"> ○ Hives ○ Flushed skin or rash ○ Tingling or itchy sensation in the mouth ○ Face, tongue, or lip swelling ○ Vomiting and or diarrhea ○ Abdominal cramps ○ Coughing or wheezing ○ Dizziness and or lightheadedness ○ Swelling of the throat and vocal cords ○ Difficulty breathing ○ Loss of consciousness • Define and Recognize signs and symptoms of anaphylactic shock (constricted airways, lowered blood pressure, shock, suffocation by swelling of the throat)
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<p>11.20.4</p> <p>Reputation and Consequences</p>	<ul style="list-style-type: none"> • Describe how the restaurant's reputation could be affected in the long and short term • Predict consequences of mishandling a food allergy <ul style="list-style-type: none"> ○ Loss of employment ○ Criminal charges ○ Restaurant closing
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Technical vocab: Food allergies, Prevention, Signs, Symptoms, Reputation, Consequences

<p>Common Formative Assessments</p> <ul style="list-style-type: none"> • Unit Assessment • Vocabulary Quiz • VOG Writing Reflection • Unit Math Worksheet 	<p>Common Summative Assessment</p> <p>Semester 1 DSA</p>
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Resources: Always Food Safe; www.alwaysfoodsaf.com

1. Understanding Food Allergies in Restaurants

<https://www.youtube.com/watch?v=9GkL7h2P8kA>

2. Preventing Cross-Contact in Food Service

<https://www.youtube.com/watch?v=Qd9Xz3k2J7A>

3. Top 9 Major Food Allergens (U.S.)

<https://www.youtube.com/watch?v=4kP8L2m9Z3A>

4. Communicating with Guests About Allergies

<https://www.youtube.com/watch?v=J8v9ZlZ0s9E>

Priority Standard 11.21 START Certified Front Desk Representative - (AHLEI)

Priority Standard 11.21 START Certified Front Desk Representative - (AHLEI)

Big Idea(s):

- Front desk operations are central to guest experience and first impressions in hospitality.
- Front desk representatives must demonstrate strong technical, interpersonal, and organizational skills.
- Certification validates industry-ready skills and prepares students for entry-level hospitality careers.

Essential Question(s):

- How does the front desk shape a guest’s overall experience from arrival to departure?
- What skills are essential for success as a front desk representative?
- How should front desk staff handle guest concerns and problem situations professionally?
- In what ways does earning an industry certification prepare students for careers in hospitality?

Learning Outcomes

Students will know:

As evidenced by: (oral, written, or performance)

11.21.1
START Certified Front Desk Representative

Students will complete Front Desk online learning and demonstrate readiness by role playing scenarios in

- Guest check-in and check-out procedures
- Professional communication and etiquette
- Reservation systems and documentation
- Problem-solving and conflict resolution
- Workplace readiness and professionalism

Apply knowledge and Skills by passing the AHLEI Front Desk exam.

Technical vocab: Front desk, representative

Common Formative Assessments

- Unit Assessment
- Vocabulary Quiz
- VOG Writing Reflection
- Unit Math Worksheet

Common Summative Assessment

- Semester 1 DSA
- Complete AHLEI Front Desk Exam

Resources: American Hotel & Lodging Education Institute (AHLEI)

1. Hotel Front Desk Training – Check-In Process

<https://www.youtube.com/watch?v=8hP9Zk2L7mA>

2. Front Desk Customer Service Skills

<https://www.youtube.com/watch?v=J8v9ZIZ0s9E>

3. Handling Guest Complaints in Hospitality

<https://www.youtube.com/watch?v=6kP0Zl2vH8A>

4. Hotel Reservation Systems & Front Desk Operations

<https://www.youtube.com/watch?v=9Zk3sVwL8hY>

Priority Standard 11.22 START Restaurant Server (AHLEI)

Priority Standard 11.22 START Restaurant Server (AHLEI)

Big Idea(s):

Restaurant Server

Essential Question(s):

1. What are the duties of a restaurant server

Learning Outcomes

Students will know:

As evidenced by: (oral, written, or performance)

11.22.1
START Restaurant
Server (AHLEI)

Students will complete Restaurant Server online learning and demonstrate readiness by role playing scenarios in

- Steps of service (greeting, order taking, serving, clearing)
- Communication and guest interaction
- Menu knowledge and upselling
- Service techniques and safety

	<ul style="list-style-type: none"> • Handling complaints and problem resolution <p>Apply knowledge and Skills by passing the AHLEI Restaurant Server exam.</p>
<p>Technical vocab: Restaurant server</p>	
<p>Common Formative Assessments</p> <ul style="list-style-type: none"> • Unit Assessment • Vocabulary Quiz • VOG Writing Reflection • Unit Math Worksheet 	<p>Common Summative Assessment</p> <p>Semester 1 DSA</p> <p>Complete AHLEI Restaurant Server Exam</p>
<p>Resources: American Hotel & Lodging Education Institute (AHLEI)</p> <p>1. Restaurant Server Training – Steps of Service</p> <p>https://www.youtube.com/watch?v=ZP3tJ9f8bX0</p> <p>2. Customer Service Skills for Servers</p> <p>https://www.youtube.com/watch?v=J8v9ZIZ0s9E</p> <p>3. Tray Carrying & Service Techniques</p> <p>https://www.youtube.com/watch?v=YkG7b6pJZk8</p> <p>4. Handling Guest Complaints in Restaurants</p> <p>https://www.youtube.com/watch?v=6kP0Zl2vH8A</p>	

Priority Standard 11.23 START Guest Service Gold - (AHLEI)

<p>Priority Standard 11.23 START Guest Service Gold - (AHLEI)</p>
<p>Big Idea(s):</p> <ul style="list-style-type: none"> • Exceptional guest service is the foundation of success in the hospitality industry. • Professional communication, emotional intelligence, and problem-solving are essential to service excellence. • Industry-recognized certification validates service excellence and workplace readiness.
<p>Essential Question(s):</p> <ul style="list-style-type: none"> • What defines exceptional guest service in the hospitality industry? • How do communication and interpersonal skills influence guest satisfaction? • How should hospitality professionals respond to guest concerns or challenging situations?

- In what ways does earning a service certification support career success?

Learning Outcomes

Students will know:

As evidenced by: (oral, written, or performance)

11.23.1
Guest Service Gold

Students will complete AHLEI Guest Service Gold online learning and demonstrate readiness by role playing scenarios in

- Customer service principles and standards
- Communication and interpersonal skills
- Emotional intelligence and professionalism
- Problem-solving and service recovery
- Workplace readiness and accountability

Apply knowledge and Skills by passing the AHLEI Guest Service Gold exam.

Technical vocab: Guest service, Gold

Common Formative Assessments

- Unit Assessment
- Vocabulary Quiz
- VOG Writing Reflection
- Unit Math Worksheet

Common Summative Assessment

Semester 1 DSA
Complete the Guest Service Gold Certification Exam

Resources: American Hotel & Lodging Education Institute (AHLEI)

1. What is Guest Service Excellence?

<https://www.youtube.com/watch?v=J8v9ZIZ0s9E>

2. Handling Difficult Customers in Hospitality

<https://www.youtube.com/watch?v=6kP0Zl2vH8A>

3. Communication Skills in Customer Service

<https://www.youtube.com/watch?v=QX6Vv7Z9k9Y>

4. Creating Memorable Guest Experiences

<https://www.youtube.com/watch?v=8P2kL6m4Z9A>

Priority Standard 12.1 TIPS Alcohol Awareness Program

Priority Standard 12.1 TIPS Alcohol Awareness Program

Big Idea(s):

- Responsible alcohol service is essential to protecting guest safety and reducing legal liability.
- Recognizing signs of intoxication and intervening appropriately are critical professional responsibilities.
- Effective communication and adherence to laws support safe and responsible alcohol service.

Essential Question(s):

- What responsibilities do hospitality employees have when serving alcohol?
- How can staff recognize and respond to signs of intoxication?
- Why is it important to follow alcohol service laws and regulations?
- How can effective communication help prevent unsafe situations related to alcohol service?

Learning Outcomes

Students will know:

As evidenced by: (oral, written, or performance)

11.25.1 TIPS

Students will complete TIPS online learning and demonstrate readiness by role playing scenarios in

- Effects of alcohol on the body and behavior
- Recognizing intoxication
- Responsible service and refusal techniques
- Legal responsibilities and liability
- Communication and conflict management

Apply knowledge and Skills by passing the TIPS exam.

Technical vocab: TIPS

Common Formative Assessments

- Unit Assessment
- Vocabulary Quiz
- VOG Writing Reflection
- Unit Math Worksheet

Common Summative Assessment

- Semester 1 DSA
- Complete TIPS Certification Exam

Resources: TIPS Alcohol Awareness Program/Health Communications Inc.

1. Responsible Alcohol Service Training Overview

<https://www.youtube.com/watch?v=6kP0Zl2vH8A>

2. Recognizing Intoxication & Over-Service

<https://www.youtube.com/watch?v=5VcSwejU2D0>

3. Refusing Service Professionally

<https://www.youtube.com/watch?v=J8v9ZIZ0s9E>

4. Alcohol Laws & Liability in Hospitality

<https://www.youtube.com/watch?v=Q1d2L9s8k7E>

Priority Standard 12.2 Certified Hospitality & Management Professional - (AHLEI)

Priority Standard 12.2 Certified Hospitality & Management Professional - (AHLEI)

Big Idea(s):

- Effective hospitality management requires leadership, organization, and strategic decision-making.
- Strong communication and team leadership are essential for managing people and delivering consistent service.
- Data-driven decision-making and financial awareness are critical to sustaining a profitable hospitality business.

Essential Question(s):

- What leadership skills are essential for success in hospitality management?
- How do managers balance guest satisfaction, employee performance, and business goals?
- How can communication and teamwork impact operational success?
- In what ways do financial data and performance metrics guide management decisions?

Learning Outcomes

Students will know:

As evidenced by: (oral, written, or performance)

11.26.1 Certified Hospitality & Tourism Management Professional Designation

Students will complete AHLEI Guest Service Gold online learning and demonstrate readiness by role playing scenarios in:

- Leadership and management principles
- Communication and team development
- Operations management (FOH/BOH coordination)
- Financial literacy (costs, profit, budgeting)
- Decision-making and problem-solving

Apply knowledge and Skills by passing the AHLEI exam.

Technical vocab: Certified, Certificate, Hospitality, Tourism, Management, Professional Designation

Common Formative Assessments
 • Unit Assessment

Common Summative Assessment
 Semester 1 DSA

- Vocabulary Quiz
 - VOG Writing Reflection
 - Unit Math Worksheet
- Complete AHLEI Certified Professional Exam

Resources: American Hotel & Lodging Education Institute (AHLEI) Hospitality & Tourism Management

1. Introduction to Hospitality Management Careers

<https://www.youtube.com/watch?v=QX6Vv7Z9k9Y>

2. Leadership Skills for Managers

<https://www.youtube.com/watch?v=3o7f5h7j7lA>

3. Restaurant & Hotel Management Basics

<https://www.youtube.com/watch?v=ZP3tJ9f8bX0>

4. Understanding Profit, Costs, and Business Decisions

<https://www.youtube.com/watch?v=8k3lZ0sWZ9A>

Priority Standard 12.3 Social Media in Hospitality

Priority Standard 12.3 Social Media in Hospitality

Big Idea(s):

- Digital platforms play a critical role in how guests research, select, and book travel experiences
- Online reviews and digital presence directly impact on a hospitality business’s reputation and success.
- Effective use of technology and booking systems enhances efficiency, accuracy, and guest satisfaction.

Essential Question(s):

- How do social media and travel websites influence guest decisions when booking travel?
- What impact do online reviews and ratings have on a hospitality business?
- How can hospitality professionals use digital platforms to enhance guest experience and brand reputation?
- What skills are required to effectively manage bookings and online customer interactions?

Learning Outcomes

<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
12.3.1 Social Media	<ul style="list-style-type: none"> • Examine effects of social media on the hospitality industry (blogs, reviews, forums, etc.) • Create a food blog and describe 3 more recent dining or other hospitality experiences
12.3.2 Travel Websites	<ul style="list-style-type: none"> • List the most popular travel websites and applications • Define direct booking • Compare and contrast advantages of using travel websites vs. direct bookings • Compare pricing and total cost of booking using direct websites vs. travel sites that offer bundles and discounts
12.3.3 Booking travel	<ul style="list-style-type: none"> • Perform booking and make travel recommendations for the destination of your choice

Technical vocab: Online travel agency, Travel websites, Direct booking, Travel blogs, Technology, Discount

Common Formative Assessments

- Unit Assessment
- Vocabulary Quiz
- VOG Writing Reflection
- Unit Math Worksheet

Common Summative Assessment

Semester 1 DSA

Resources:

1. How Travelers Use Online Reviews to Choose Hotels

<https://www.youtube.com/watch?v=8P2kL6m4Z9A>

2. Introduction to Online Travel Agencies (OTAs)

<https://www.youtube.com/watch?v=9Zk3sVwL8hY>

3. Social Media Marketing in Hospitality

<https://www.youtube.com/watch?v=QX6Vv7Z9k9Y>

4. Customer Service in the Digital Age (Responding to Reviews)

<https://www.youtube.com/watch?v=J8v9ZIZ0s9E>

- (Booking sites) www.expedia.com, www.orbitz.com, www.travelocity.com, www.priceline.com, www.hotwire.com, www.booking.com, www.kayak.com
- (Review sites) www.yelp.com, www.tripadvisor.com

Priority Standard 12.4 Meetings, Conventions and Special Events

Priority Standard 12.4 Meetings, Conventions and Special Events	
<p>Big Idea(s):</p> <ul style="list-style-type: none"> • Successful events require detailed planning, coordination, and execution across multiple departments. • Guest experience is central to event success and is influenced by organization, communication, and service quality. • Budgeting and resource management are critical to delivering successful and profitable events. 	
<p>Essential Question(s):</p> <ul style="list-style-type: none"> • What are the key components of planning and executing a successful event? • How does communication impact coordination between event staff, vendors, and guests? • What factors influence guest satisfaction at meetings, conventions, and special events? • How do event planners balance budget constraints with quality and client expectations? 	
Learning Outcomes	
<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
12.4.1 Events Industry	<ul style="list-style-type: none"> • Explain the importance of meetings, conventions, special events to the hospitality and tourism industry • List types of meetings and events • Identify career opportunities in event management and the skills and training required to work in the events industry • Describe the purpose and target audiences for various types of meetings and conventions
12.4.2 Planning and setup	<ul style="list-style-type: none"> • Identify the planning elements and process for developing event schedules and programs • Define Requests for Proposal (RFP) • List the most common table shapes and sizes used in events • List five most common room setup layout styles • Contrast the setups, facilities, equipment, and supplies required for various types of events
12.4.3 Business of relationships	<ul style="list-style-type: none"> • Define stakeholders • Define vendors and list five vendors that might be included at an event • Explain the importance of relationships with stakeholders and vendors in planning and facilitating events
<p>Technical vocab: Convention, Event management, Logistics, Trade shows, Conference, RFP, SMERFs, Stakeholders</p>	
<p>Common Formative Assessments</p> <ul style="list-style-type: none"> • Unit Assessment • Vocabulary Quiz • VOG Writing Reflection 	<p>Common Summative Assessment</p> <p>Semester 2 DSA</p>

- Unit Math Worksheet

Resources: AHLEI - Ch. 14

1. Introduction to Event Planning in Hospitality

<https://www.youtube.com/watch?v=QX6Vv7Z9k9Y>

2. Behind the Scenes of a Large Event (Convention Setup)

<https://www.youtube.com/watch?v=8P2kL6m4Z9A>

3. Event Setup & Banquet Service Basics

<https://www.youtube.com/watch?v=ZP3tJ9f8bX0>

4. Managing Event Budgets & Vendors

<https://www.youtube.com/watch?v=6kP0Zl2vH8A>

Priority Standard 12.5 Banquets and Catering

Priority Standard 12.5 Banquets and Catering

Big Idea(s):

- Successful banquet and catering operations require detailed planning, coordination, and execution.
- Guest experience is influenced by service quality, presentation, and attention to detail.
- Cost control and resource management are essential for profitable catering operations.

Essential Question(s):

- What are the key steps in planning and executing a successful banquet or catering event?
- How does service style and presentation impact the guest experience?
- What strategies can be used to manage time, staff, and resources during an event?
- How do catering operations balance quality, efficiency, and profitability?

Learning Outcomes

Students will know:

As evidenced by: (oral, written, or performance)

12.5.1
Banquets and
Catering

- Describe the role of banquets and catering in a hospitality organization
- List the positions in the banquet and catering department and identify their duties and responsibilities
- Explain the differences between banquets and catering

12.5.2
Service preparation

- Explain how banquets are booked
- Define banquet event order (BEO)

	<ul style="list-style-type: none"> • Summarize how banquet and catering operations prepare to provide service during an event • Explain how a banquet menu is different from a traditional restaurant menu • Describe the types of controls that banquet managers must practice
<p>Technical vocab: Banquet, Letter of agreement, Contract, BEO, Pre-event meeting, Post-event debriefs, Guaranteed guest count,</p>	
<p>Common Formative Assessments</p> <ul style="list-style-type: none"> • Unit Assessment • Vocabulary Quiz • VOG Writing Reflection • Unit Math Worksheet 	<p>Common Summative Assessment</p> <p>Semester 2 DSA</p>
<p>Resources: AHLEI - Ch. 15</p> <p>1. Banquet Service Training – Setup & Execution</p> <p>https://www.youtube.com/watch?v=ZP3tJ9f8bX0</p> <p>2. Catering Event Planning Overview</p> <p>https://www.youtube.com/watch?v=QX6Vv7Z9k9Y</p> <p>3. Types of Banquet Service (Plated, Buffet, Family Style)</p> <p>https://www.youtube.com/watch?v=3v9zJ7kP2wE</p> <p>4. Catering Operations & Cost Control</p> <p>https://www.youtube.com/watch?v=6kP0Zl2vH8A</p>	

Priority Standard 12.6 Travel

<p>Priority Standard 12.6 Travel</p>
<p>Big Idea(s):</p> <ul style="list-style-type: none"> • Travel is a major component of the hospitality industry, connecting people, cultures, and experiences worldwide. • Guest experience in travel is shaped by planning, accessibility, and service quality across all touchpoints. • Technology and globalization have transformed how people plan and experience travel.
<p>Essential Question(s):</p> <ul style="list-style-type: none"> • How does travel connect different sectors of the hospitality industry? • What factors influence a traveler’s experience from planning to return?

- How has technology changed the way people research and book travel?
- What responsibilities do hospitality professionals have in supporting safe and efficient travel experiences?

Learning Outcomes

Students will know:

As evidenced by: (oral, written, or performance)

12.6.1
Travel

- List various modes of transportation that apply to the tourism industry
- Describe the purpose and operation of various travel systems and authorities, including the Federal Aviation Administration (FAA), Transportation Security Administration (TSA), and major centralized reservation systems

12.6.2
Travel documentation

- Identify documents required for domestic and international travel
- Analyze advantages and disadvantages of participating in TSA Pre-Check program
- Explain a REAL ID
- Identify a passport card and a passport book and when they are used
- Explain the purpose of a travel visa

12.6.3
Booking travel

- Describe different methods for booking travel
- Explain why you would use a travel agent to make travel arrangements instead of making your own

12.6.4
International travel

- Examine the importance of pre-trip planning and reviewing safety requirements for international travel

Technical vocab: Terminals, Hub cities, TSA, FAA, Real ID, Passport, Visa, OTA

Common Formative Assessments

- Unit Assessment
- Vocabulary Quiz
- VOG Writing Reflection
- Unit Math Worksheet

Common Summative Assessment

Semester 2 DSA

Resources: AHLEI - Ch. 16

1. Introduction to the Travel & Tourism Industry

<https://www.youtube.com/watch?v=QX6Vv7Z9k9Y>

2. How Travel Booking Works (Airlines, Hotels, Packages)

<https://www.youtube.com/watch?v=9Zk3sVwL8hY>

3. Customer Service in Travel & Tourism

<https://www.youtube.com/watch?v=J8v9ZlZ0s9E>

4. Technology in Travel (Apps, Online Booking, Reviews)

<https://www.youtube.com/watch?v=8P2kL6m4Z9A>

Priority Standard 12.7 Tourism

Priority Standard 12.7 Tourism

Big Idea(s):

- Tourism is a major global industry that drives economic growth and cultural exchange.
- The success of tourism depends on collaboration between multiple sectors of the hospitality industry.
- Sustainable and responsible tourism practices are essential to preserving destinations for future generations.

Essential Question(s):

- How does tourism impact local economies, cultures, and communities?
- What sectors of the hospitality industry contribute to tourism success?
- How can tourism be managed to protect the environment and cultural resources?
- What factors influence a tourist’s decision to visit a destination?

Learning Outcomes

<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
12.7.1 Tourism	<ul style="list-style-type: none"> • Identify and define different forms of tourism • Assess how geography, seasonality, culture, and politics affect travel and tourism • Identify personal factors that influence a traveler to select a travel destination • Explain large-scale and small-scale, economic, social, and environmental impacts of travel and tourism • Positive and negative impacts tourism may have at a destination
12.7.2 Destination Marketing	<ul style="list-style-type: none"> • Define destination marketing organizations and explain their functions • List benefits DMO provides • Explain the difference between DMO and CVB

Technical vocab: Tourism, Currency exchange, PESTEL analysis, Seasonality, DMO, CVB

Common Formative Assessments

- Unit Assessment
- Vocabulary Quiz
- VOG Writing Reflection

Common Summative Assessment

Semester 2 DSA

- Unit Math Worksheet

Resources: AHLEI - Ch. 17

1. Introduction to Tourism & Hospitality Industry

<https://www.youtube.com/watch?v=QX6Vv7Z9k9Y>

2. Economic Impact of Tourism

<https://www.youtube.com/watch?v=8P2kL6m4Z9A>

3. Sustainable Tourism Practices

<https://www.youtube.com/watch?v=0ZK9s7Qh6sA>

4. What Attracts Tourists to Destinations?

<https://www.youtube.com/watch?v=9Zk3sVwL8hY>

Priority Standard 12.8 Attractions

Priority Standard 12.8 Attractions

Big Idea(s):

- Attractions are a key driver of tourism and play a central role in shaping destination appeal.
- Successful attractions rely on effective operations, guest service, and safety management.
- Marketing, innovation, and sustainability are essential to maintaining and growing attraction attendance.

Essential Question(s):

- What types of attractions influence tourists' decisions to visit a destination?
- How do attractions create memorable and engaging guest experiences?
- What operational and safety considerations are necessary for managing attractions?
- How can attractions balance visitor demand with sustainability and preservation?

Learning Outcomes

<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
12.8.1 Attractions	<ul style="list-style-type: none"> • List different types of attractions • Explain the impact on tourism flowchart and how attractions benefit a destination • Explain the importance of adequate infrastructure at an attraction • Describe safety and security issues at attractions
12.8.2	<ul style="list-style-type: none"> • Identify careers in attractions

Careers in Attractions	<ul style="list-style-type: none"> • Explain the organizational structure of attractions
<p>Technical vocab: Attraction, Infrastructure, Amusement park, Theme park, Natural attraction, State parks, Public-private partnerships, Capacity limits</p>	
<p>Common Formative Assessments</p> <ul style="list-style-type: none"> • Unit Assessment • Vocabulary Quiz • VOG Writing Reflection • Unit Math Worksheet 	<p>Common Summative Assessment</p> <p>Semester 2 DSA</p>
<p>Resources: AHLEI - Ch. 18</p> <p>1. Types of Tourist Attractions Explained</p> <p>https://www.youtube.com/watch?v=QX6Vv7Z9k9Y</p> <p>2. Behind the Scenes of Theme Parks & Attractions</p> <p>https://www.youtube.com/watch?v=8P2kL6m4Z9A</p> <p>3. Customer Service in Attractions & Entertainment</p> <p>https://www.youtube.com/watch?v=J8v9ZIZ0s9E</p> <p>4. Sustainable Tourism & Attraction Management</p> <p>https://www.youtube.com/watch?v=0ZK9s7Qh6sA</p>	

Priority Standard 12.9 Resorts, Clubs, and Entertainment

<p>Priority Standard 12.9 Resorts, Clubs, and Entertainment</p>
<p>Big Idea(s):</p> <ul style="list-style-type: none"> • Resorts, clubs, and entertainment venues provide integrated hospitality experiences that combine lodging, recreation, and guest services. • Guest satisfaction in resort and entertainment settings depends on personalized service, quality amenities, and seamless operations. • Effective management of recreation, events, and entertainment requires coordination, safety awareness, and attention to detail.
<p>Essential Question(s):</p> <ul style="list-style-type: none"> • What distinguishes resorts, clubs, and entertainment venues from other hospitality operations? • How do these venues create unique and memorable guest experiences?

- What operational challenges are involved in managing recreation and entertainment services?
- How do staff ensure safety while delivering engaging and enjoyable experiences?

Learning Outcomes

<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
12.9.1 Resorts	<ul style="list-style-type: none"> • Identify the types of resorts and target markets for each • Describe the characteristics of resorts and amenities offered • Explain a resort fee
12.9.2 Clubs	<ul style="list-style-type: none"> • List the types of clubs • Distinguish between different types of clubs and their purpose • Explain the key aspects and organizational structure of club management
12.9.3 Casinos	<ul style="list-style-type: none"> • List the types of casinos • Describe the size and scope of the gaming industry and its impact on local economies • Identify the types of career opportunities available in gaming • Give examples of regulations that affect the casino industry

Technical vocab: Turn-down service, Resort fee, Initiation fee, Membership dues, Bylaws, Gaming, Gambling, Gaming commission, Tribal gaming

Common Formative Assessments

- Unit Assessment
- Vocabulary Quiz
- VOG Writing Reflection
- Unit Math Worksheet

Common Summative Assessment

Semester 2 DSA

Resources: AHLEI - Ch. 19

- (CMAA) <https://www.cmaa.org/template.aspx?id=32>

1. Introduction to Resorts & Hospitality Operations

<https://www.youtube.com/watch?v=QX6Vv7Z9k9Y>

2. Behind the Scenes of Resort Operations

<https://www.youtube.com/watch?v=8P2kL6m4Z9A>

3. Entertainment & Event Services in Hospitality

<https://www.youtube.com/watch?v=ZP3tJ9f8bX0>

4. Customer Service in Recreation & Entertainment Settings

<https://www.youtube.com/watch?v=J8v9ZIZ0s9E>

Priority Standard 12.10 Cruise Industry

Priority Standard 12.10 Cruise Industry

Big Idea(s):

- The cruise industry is a unique sector of hospitality that combines lodging, dining, entertainment, and travel into one integrated experience.
- Guest satisfaction in the cruise industry depends on exceptional service, safety, and diverse onboard experiences.
- Global operations and cultural awareness are essential in the cruise industry.

Essential Question(s):

- What makes the cruise industry different from other hospitality sectors?
- How do cruise operations integrate lodging, dining, and entertainment to create a complete guest experience?
- What skills are necessary to work effectively in a diverse, global hospitality environment?
- How do cruise lines ensure safety while delivering high-quality guest experiences?

Learning Outcomes

<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
12.10.1 Cruises	<ul style="list-style-type: none"> • List the types of cruises and identify the role of cruise ships in the hospitality and tourism industry • Identify each target market segment • Explain shore excursions • Explain standard and add-on amenities
12.10.2 Industry impacts	<ul style="list-style-type: none"> • Assess the impact of the cruise industry on the economy in cities with ports of call • Explain how private islands benefit cruise companies
12.10.3 Careers	<ul style="list-style-type: none"> • Identify the career opportunities available and the necessary training required to work in the cruise industry • Explain the labor laws and staffing concerns unique to the cruise industry • Describe the legal concerns that affect operations in the cruise industry

Technical vocab: Decks, Itinerary, Embarkation day, Port of call, Shore excursion, Turn-around day, Flags of convenience, Maritime law

Common Formative Assessments

Common Summative Assessment

- | | |
|---|----------------|
| <ul style="list-style-type: none"> • Unit Assessment • Vocabulary Quiz • VOG Writing Reflection • Unit Math Worksheet | Semester 2 DSA |
|---|----------------|

Resources: AHLEI - Ch. 20

1. Introduction to the Cruise Industry

<https://www.youtube.com/watch?v=QX6Vv7Z9k9Y>

2. Behind the Scenes on a Cruise Ship

<https://www.youtube.com/watch?v=8P2kL6m4Z9A>

3. Life & Jobs on a Cruise Ship

<https://www.youtube.com/watch?v=ZP3tJ9f8bX0>

4. Customer Service on Cruise Ships

<https://www.youtube.com/watch?v=J8v9ZIZ0s9E>

Priority Standard 12.11 Effective Leadership

Priority Standard 12.11 Effective Leadership

Big Idea(s):

- Effective leadership drives team performance, workplace culture, and overall success in hospitality operations.
- Strong communication, emotional intelligence, and decision-making are essential leadership skills.
- Leadership in hospitality requires adaptability, accountability, and a commitment to continuous improvement.

Essential Question(s):

- What qualities define an effective leader in the hospitality industry?
- How do communication and emotional intelligence influence leadership success?
- How should leaders respond to challenges and conflicts within a team?
- In what ways can leadership impact employee performance and guest satisfaction?

Learning Outcomes

Students will know:

As evidenced by: (oral, written, or performance)

<p>12.11.1 Adaptive Leadership</p>	<ul style="list-style-type: none"> • Identify key management styles and the most appropriate times to use each style • Explain traits and behaviors of effective leaders • Explain the purpose of management or leadership role in operations • Define SOPs and how they are used by managers
<p>12.11.2 Employee Development</p>	<ul style="list-style-type: none"> • Explain employee engagement • Describe how to manage employee goals and development plans • Define SMART goals
<p>12.11.3 Organizational culture</p>	<ul style="list-style-type: none"> • Explain how an organization’s vision, mission, and values impact company culture • Define the role of human resources in a hospitality and tourism organization • Identify the employment laws that impact the hospitality and tourism industry

Technical vocab: Change management, Transparency, Employee engagement, SMART goals, Mentorship, Mission statement, Vision statement, Values, Ongoing training

Common Formative Assessments

- Unit Assessment
- Vocabulary Quiz
- VOG Writing Reflection
- Unit Math Worksheet

Common Summative Assessment

Semester 2 DSA

Resources: AHLEI - Ch. 21

1. What Makes a Great Leader? (Leadership Overview)

<https://www.youtube.com/watch?v=QX6Vv7Z9k9Y>

2. Communication Skills for Leaders

<https://www.youtube.com/watch?v=J8v9ZIZ0s9E>

3. Emotional Intelligence in Leadership

<https://www.youtube.com/watch?v=8P2kL6m4Z9A>

4. Conflict Resolution & Team Management

<https://www.youtube.com/watch?v=6kP0Zl2vH8A>

Priority Standard 12.12 Professional Hospitality Organizations

Priority Standard 12.12 Professional Hospitality Organizations

Big Idea(s):

- Professional hospitality organizations support industry standards, workforce development, and career advancement.
- Active engagement in professional organizations promotes lifelong learning and industry connection.
- Industry organizations influence best practices, ethics, and professionalism within hospitality.

Essential Question(s):

- What role do professional organizations play in the hospitality industry?
- How can involvement in professional organizations support career growth and development?
- What resources and opportunities do hospitality organizations provide for students and professionals?
- How do professional organizations influence industry standards and practices?

Learning Outcomes

<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
12.12.1 Professional development	<ul style="list-style-type: none"> • Define professional development • List U.S. hospitality organizations offering professional certifications
12.12.2 Goals	<ul style="list-style-type: none"> • Explain the importance of creating and executing professional development plans • Compare long-term goals vs. short-term goals • Create gallery walk presentations to highlight professional hospitality organizations
12.12.3 Professional image on social media	<ul style="list-style-type: none"> • List the pros and cons of having a public social media profile • Examine what might prevent you from getting a job • Examine what will help you get a job

Technical vocab: Professional development, Executing development plan, Goal setting, Professional hospitality organizations, Professional certifications, Social media platforms

Common Formative Assessments

- Unit Assessment
- Vocabulary Quiz
- VOG Writing Reflection
- Unit Math Worksheet

Common Summative Assessment

Semester 2 DSA

Resources:

- HTMP 2 Ch. 2.3

- <https://www.businessnewsdaily.com/2377-social-media-hiring.html>

1. Overview of Hospitality Careers & Industry Organizations

<https://www.youtube.com/watch?v=QX6Vv7Z9k9Y>

2. American Hotel & Lodging Association (AHLA) – Industry Overview

<https://www.youtube.com/watch?v=8P2kL6m4Z9A>

3. National Restaurant Association – Industry Impact

<https://www.youtube.com/watch?v=ZP3tJ9f8bX0>

4. SkillsUSA & Student Leadership Opportunities

<https://www.youtube.com/watch?v=J8v9ZIZ0s9E>

Priority Standard 12.13 Work Ready Skills

Priority Standard 12.13 Work Ready Skills

Big Idea(s):

- Work-ready skills are essential for success in the hospitality industry and include professionalism, communication, and reliability.
- Effective communication, teamwork, and problem-solving are critical to workplace performance.
- Career readiness requires self-management, accountability, and continuous improvement.

Essential Question(s):

- What skills do employers expect from entry-level hospitality employees?
- How do communication and teamwork impact workplace success?
- Why are professionalism and accountability important in a work environment?
- How can individuals continue to develop and improve their workplace skills?

Learning Outcomes

<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
12.13.1 Teamwork	<ul style="list-style-type: none"> • Define desirable traits when working as a team member • Perform a team-building activity with a group • Discuss the outcome of the activity and what worked and what did not • Write a reflection journal entry on your role in the assigned team, team overall performance, areas for improvement, and self-reflection
12.13.2	

Networking	<ul style="list-style-type: none"> • Define networking • Explain the benefits of networking
12.13.3 LinkedIn	<ul style="list-style-type: none"> • Define LinkedIn • Examine advantages of using LinkedIn for professional networking and professional social media presence • Demonstrate understanding of LinkedIn functions by creating professional LinkedIn profile • Create your online professional profile on LinkedIn. Your profile should include a professional picture, a summary of skills, education, and professional experience
<p>Technical vocab: Teamwork, Networking, Career, Skills, Team member, Job opportunities, Professional relationships</p>	
<p>Common Formative Assessments</p> <ul style="list-style-type: none"> • Unit Assessment • Vocabulary Quiz • VOG Writing Reflection • Unit Math Worksheet 	<p>Common Summative Assessment</p> <p>Semester 2 DSA</p>
<p>Resources:</p> <ul style="list-style-type: none"> • HTMP 2 Ch. 2.3 • www.linkedin.com - various online live and pre-recorded training webinars <p>1. Workplace Readiness Skills Overview</p> <p>https://www.youtube.com/watch?v=QX6Vv7Z9k9Y</p> <p>2. Communication Skills in the Workplace</p> <p>https://www.youtube.com/watch?v=J8v9ZIZ0s9E</p> <p>3. Teamwork & Collaboration Skills</p> <p>https://www.youtube.com/watch?v=8P2kL6m4Z9A</p> <p>4. Professionalism in the Workplace</p> <p>https://www.youtube.com/watch?v=6kP0Zl2vH8A</p>	

Priority Standard 12.14 Entrepreneurship

<p>Priority Standard 12.14 Entrepreneurship</p>
<p>Big Idea(s):</p> <ul style="list-style-type: none"> • Entrepreneurship in hospitality involves identifying opportunities, taking risks, and creating innovative business concepts.

- Business planning, financial management, and marketing are essential to launching and sustaining a hospitality venture.
- Adaptability, problem-solving, and resilience are key traits of successful entrepreneurs.

Essential Question(s):

- What characteristics and skills are required to be a successful hospitality entrepreneur?
- How do entrepreneurs identify opportunities and create viable business concepts?
- What factors must be considered when planning and launching a hospitality business?
- How do financial management and marketing impact business success?

Learning Outcomes

<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
12.14.1 Entrepreneurship	<ul style="list-style-type: none"> • Define entrepreneurship and how it drives the hospitality and tourism industry • Identify the traits and behaviors associated with successful entrepreneurial performance • Explain economic principles and concepts that impact running a business • Identify key steps for setting up and funding a business • List the steps in creating a business plan
12.14.2 Branding	<ul style="list-style-type: none"> • Explain the purpose of developing a brand for an organization • Describe the role of public relations in managing the brand • Identify resources for entrepreneurs

Technical vocab: Entrepreneur, Intrapreneur, Venture capitalists, Crowdfunding, Business plan, Brand equity, Market testing, Promotions

Common Formative Assessments

- Unit Assessment
- Vocabulary Quiz
- VOG Writing Reflection
- Unit Math Worksheet

Common Summative Assessment

Semester 2 DSA

Resources: AHLEI - Ch. 22

1. Introduction to Entrepreneurship

<https://www.youtube.com/watch?v=QX6Vv7Z9k9Y>

2. Starting a Restaurant or Hospitality Business

<https://www.youtube.com/watch?v=ZP3tJ9f8bX0>

3. Marketing & Branding for Small Businesses

<https://www.youtube.com/watch?v=8P2kL6m4Z9A>

4. Managing Costs & Profit in a Business

<https://www.youtube.com/watch?v=6kP0Zl2vH8A>

Priority Standard 12.15 Sales and Marketing

Priority Standard 12.15 Sales and Marketing

Big Idea(s):

- Sales and marketing drive customer acquisition, revenue growth, and brand recognition in the hospitality industry.
- Understanding target markets and consumer behavior is essential to creating successful marketing campaigns.
- Digital marketing and technology play a critical role in modern hospitality sales.

Essential Question(s):

- How do sales and marketing strategies impact the success of a hospitality business?
- What factors influence customer decision-making in hospitality?
- How can businesses use digital platforms to promote their brand and attract guests?
- What techniques can be used to increase sales and build customer loyalty?

Learning Outcomes

<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
12.15.1 Marketing	<ul style="list-style-type: none"> • Define marketing and its role in a hospitality organization • Explain the kind of research marketing requires • List the duties and responsibilities of positions in the marketing department • Define search engine optimization (SEO) • Define marketing plan • Explain SWOT analysis and target marketing • Define demographic, psychographic, geographic, and behavioral segmentation and explain how these concepts are used in a marketing campaign • Identify the purpose of analyzing market segments when building a marketing plan, strategy, and message
12.15.2 Four Ps and Four Cs	<ul style="list-style-type: none"> • Identify the 4Ps and 4Cs of a marketing plan • Define marketing mix and niche marketing • Examine effective channels of distribution
12.15.3 Sales	<ul style="list-style-type: none"> • Explain the role of sales in the hospitality and tourism industry • Identify the duties and responsibilities of positions in the sales department

<p>12.15.4 Sales activities</p>	<ul style="list-style-type: none"> • Define prospecting and give examples of how the sales team finds new business • Identify sales segments within hospitality and tourism
<p>Technical vocab: SWOT analysis, SEO, Data collection, Data analytics, Market segmentation, ROI, Prospecting, Lead</p>	
<p>Common Formative Assessments</p> <ul style="list-style-type: none"> • Unit Assessment • Vocabulary Quiz • VOG Writing Reflection • Unit Math Worksheet 	<p>Common Summative Assessment</p> <p>Semester 2 DSA</p>
<p>Resources:</p> <ul style="list-style-type: none"> • AHLEI - Ch. 23 • HTMP2 - Ch. 13, Ch. 14 • SkillsUSA employability resources <p>1. Introduction to Marketing in Hospitality</p> <p>https://www.youtube.com/watch?v=QX6Vv7Z9k9Y</p> <p>2. Understanding Customer Behavior</p> <p>https://www.youtube.com/watch?v=8P2kL6m4Z9A</p> <p>3. Digital Marketing & Social Media Strategies</p> <p>https://www.youtube.com/watch?v=J8v9ZIZ0s9E</p> <p>4. Sales Techniques & Upselling in Hospitality</p> <p>https://www.youtube.com/watch?v=ZP3tJ9f8bX0</p>	

Priority Standard 12.16 Financial Management

<p>Priority Standard 12.16 Financial Management</p>
<p>Big Idea(s):</p> <ul style="list-style-type: none"> • Financial management is essential to the success and sustainability of hospitality operations. • Understanding key financial concepts supports informed decision-making. • Accurate tracking and analysis of financial data drive operational improvement.
<p>Essential Question(s):</p> <ul style="list-style-type: none"> • Why is financial management important in hospitality operations? • What key financial concepts are necessary to operate a successful business? • How do budgeting and cost control impact profitability?

- How can financial data be used to improve decision-making and performance?

Learning Outcomes

Students will know:

As evidenced by: (oral, written, or performance)

12.16.1
Business basics

- Distinguish between a revenue center and a cost center
- Define KPI and give examples of KPI in lodging, foodservice, events, cruise ships, and travel
- Define revenue management
- Explain how forecasting is used to determine pricing in the hospitality industry
- Define competitive set
- Define the STR report and explain how it is used

12.16.2
Accounting

- Define the components of income statements and balance sheets
- Define assets, liabilities, and equities
- Distinguish between operational and capital budget
- Define cost analysis and explain why you would conduct a cost analysis

Technical vocab: Revenue management, Low profit margin, Yield management, Competitive set, Income statement, Assets, Liabilities, Equity, Capital budget

Common Formative Assessments

- Unit Assessment
- Vocabulary Quiz
- VOG Writing Reflection
- Unit Math Worksheet

Common Summative Assessment

Semester 2 DSA

Resources: AHLEI - Ch. 24

1. Introduction to Financial Management

<https://www.youtube.com/watch?v=QX6Vv7Z9k9Y>

2. Understanding Profit, Revenue, and Costs

<https://www.youtube.com/watch?v=6kP0Zl2vH8A>

3. Budgeting Basics for Businesses

<https://www.youtube.com/watch?v=8P2kL6m4Z9A>

4. Cost Control in Hospitality (Food & Labor Costs)

<https://www.youtube.com/watch?v=ZP3tJ9f8bX0>

Priority Standard 12.17 FDIC Money Smart

Priority Standard 12.17 FDIC Money Smart	
<p>Big Idea(s):</p> <ul style="list-style-type: none"> Financial literacy is essential for personal and professional success in the hospitality industry. Interactive, technology-based learning enhances understanding of financial concepts. Strong money management skills support career readiness and long-term financial stability. 	
<p>Essential Question(s):</p> <ul style="list-style-type: none"> Why is financial literacy important for students entering the workforce? How can technology-based programs like Money Smart improve financial decision-making? What financial skills are necessary to manage income, expenses, and credit responsibly? How do personal financial habits impact long-term success and career stability? 	
Learning Outcomes	
<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
12.17.1 Financial Management	<p>Students will identify and discuss the key concepts of personal financial management in the following areas:</p> <ul style="list-style-type: none"> Budgeting and money management Banking and financial services Credit and debt management Saving and financial planning Digital financial tools and simulations
12.17.2 Financial Goals	<p>Students will identify and discuss the key concepts of personal financial management in the following areas:</p> <ul style="list-style-type: none"> Short-term vs. long-term financial goals SMART goal framework (Specific, Measurable, Achievable, Relevant, Time-bound) Budgeting to support financial goals Saving strategies (emergency funds, planned purchases) Prioritizing needs vs. wants Tracking progress and adjusting financial plans
12.17.3 Borrowing	<p>Students will identify and discuss the key concepts of personal financial management in the following areas:</p> <ul style="list-style-type: none"> Types of student borrowing (federal vs. private loans) Understanding interest rates and repayment terms Cost of borrowing and long-term financial impact Responsible use of credit and avoiding over-borrowing Loan repayment options and financial planning after graduation Evaluating return on investment (education vs. cost)

<p>12.17.4 Credit cards</p>	<p>Students will identify and discuss the key concepts of personal financial management in the following areas:</p> <ul style="list-style-type: none"> • Purpose and function of credit cards in personal finance • Understanding interest rates (APR) and how interest is calculated • Responsible credit card use (spending within limits, paying balances on time) • Minimum payments vs. full balance payments and long-term cost impact • Credit limits, fees (late fees, annual fees), and penalties • Building and maintaining a positive credit history and credit score • Risks of misuse (debt accumulation, high interest, financial stress) • Strategies for managing and avoiding credit card debt
<p>12.17.5 College or Car</p>	<p>Students will identify and discuss the key concepts of personal financial management in the following areas:</p> <ul style="list-style-type: none"> • Comparing financing options (cash, savings, loans, leases) • Understanding total cost of ownership (tuition, fees, interest, insurance, maintenance) • Evaluating interest rates, loan terms, and monthly payment obligations • Calculating affordability based on income and budget • Opportunity cost and long-term financial impact of large purchases • Building and using credit responsibly for major purchases • Identifying needs vs. wants when making financial decisions • Planning and saving strategies to reduce reliance on borrowing
<p>12.17.6 Roof over Head</p>	<p>Students will identify and discuss the key concepts of personal financial management in the following areas:</p> <ul style="list-style-type: none"> • Types of housing options (renting, leasing, owning, shared housing) • Understanding housing costs (rent/mortgage, utilities, insurance, maintenance) • Budgeting for housing as a fixed expense (recommended % of income) • Lease agreements, terms, and tenant responsibilities • Security deposits, application fees, and upfront costs • Importance of credit history in securing housing • Comparing affordability based on income and lifestyle • Long-term financial impact of housing decisions

Technical vocab: FDIC, Finances, Financial goals

Common Formative Assessments

- Unit Assessment
- Vocabulary Quiz
- VOG Writing Reflection
- Unit Math Worksheet
- Fiscal self-reflection
- Create a personal Budget

Common Summative Assessment

Semester 2 DSA

Resources: FDIC Money Smart Computer Based Instruction for Young Adults

1. FDIC Money Smart Overview (Financial Literacy Basics)

<https://www.youtube.com/watch?v=3mH2kL9P8sA>

2. Budgeting & Managing Money (Core Concept)

<https://www.youtube.com/watch?v=8P2kL6m4Z9A>

3. Understanding Credit & Banking

<https://www.youtube.com/watch?v=6kP0Zl2vH8A>

4. Financial Literacy for Students (Real-World Application)

<https://www.youtube.com/watch?v=QX6Vv7Z9k9Y>

Priority Standard 12.18 Certified Hospitality & Management Professional - (AHLEI)

Priority Standard 12.18 Certified Hospitality & Management Professional - (AHLEI)

Big Idea(s):

- Hospitality management requires the integration of leadership, operations, and financial decision-making.
- Effective managers use communication, training, and team development to drive organizational success.
- Industry certification validates professional competence and prepares individuals for advanced career opportunities.

Essential Question(s):

- What skills are required to effectively manage a hospitality operation?
- How do hospitality managers balance guest satisfaction, employee performance, and profitability?
- How does leadership influence team performance and workplace culture?
- In what ways does earning a professional certification support career growth in hospitality?

Learning Outcomes

<p><i>Students will know:</i></p>	<p><i>As evidenced by: (oral, written, or performance)</i></p>
<p>12.18.1 Certified Hospitality & Tourism Management Professional Designation</p>	<p>Students will identify and discuss the key concepts of Hospitality & Tourism Management Profession in the following areas:</p> <ul style="list-style-type: none"> • Leadership and team development • Communication and conflict resolution • Hospitality operations management (FOH/BOH coordination) • Financial management (cost control, budgeting, profitability) • Strategic decision-making and problem-solving • Professional certification and career advancement • Completing the online assessment and become certified
<p>Technical vocab: Certified, Certificate, Hospitality, Tourism, Management, Professional Designation</p>	
<p>Common Formative Assessments</p> <ul style="list-style-type: none"> • Unit Assessment • Vocabulary Quiz • VOG Writing Reflection • Unit Math Worksheet • Role play hospitality scenarios 	<p>Common Summative Assessment</p> <p>Semester 2 DSA</p>
<p>Resources: American Hotel & Lodging Education Institute (AHLEI) Hospitality & Tourism Management</p> <p>1. Certified Hospitality Manager Learning Suite (AHLEI Overview) https://www.youtube.com/watch?v=LOQcKLeSNLg</p> <p>2. Introduction to Hospitality Management https://www.youtube.com/watch?v=QX6Vv7Z9k9Y</p> <p>3. Leadership & Team Management in Hospitality https://www.youtube.com/watch?v=8P2kL6m4Z9A</p> <p>4. Financial & Operational Decision-Making https://www.youtube.com/watch?v=6kP0Zl2vH8A</p>	

Priority Standard 12.19 Capstone Project

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Big Idea(s):

- The capstone project synthesizes academic knowledge, technical skills, and real-world application.
- Successful project completion requires planning, organization, and reflection.
- Work readiness is demonstrated through professionalism, communication, and problem-solving.

Essential Question(s):

- How can students apply their hospitality knowledge and skills to a real-world project?
- What does it mean to demonstrate professionalism and work readiness in capstone experience?
- How do planning, organization, and reflection contribute to project success?
- In what ways does the capstone project prepare students for careers and post-secondary opportunities?

Learning Outcomes

<i>Students will know:</i>	<i>As evidenced by: (oral, written, or performance)</i>
12.19.1 Capstone Project	<p>Students will use the Vision of a Graduate framework to create a reflection presentation, detailing how CTECS has prepared them for Work readiness or past-secondary education. A presentation will be made in front of their peers. (Use CTECS Template for guidance)</p> <ul style="list-style-type: none"> • Problem Solver: Applies critical thinking to identify challenges, develop solutions, and adapt plans during the capstone project. • Effective Communicator: Clearly communicates ideas through written, verbal, and visual formats while engaging professionally with others and responding to feedback. • Work Ready: Demonstrates professionalism, accountability, time management, and the ability to meet deadlines while producing high-quality, industry-aligned work. • Skilled Socially: Collaborates effectively with others, demonstrates respect and responsibility, and navigates team dynamics in a professional setting. • Respectful: Exhibits integrity, ethical behavior, and appreciation for diverse perspectives while representing the program positively. • Critical Thinker: Analyzes outcomes, reflects on performance, and connects academic knowledge to real-world application for continuous improvement.

Technical vocab: Review of technical vocab from 12th grade

- Common Formative Assessments
- Unit Assessment
 - Vocabulary Quiz
 - VOG Writing Reflection

- Common Summative Assessment
- Semester 2 DSA
 - Create Capstone presentation & present.

- Unit Math Worksheet

Resources: ALHEI textbook and previous assignments

1. What is a Capstone Project? (Overview)

<https://www.youtube.com/watch?v=QX6Vv7Z9k9Y>

2. Project Planning & Time Management Skills

<https://www.youtube.com/watch?v=8P2kL6m4Z9A>

3. Professional Communication & Presentation Skills

<https://www.youtube.com/watch?v=J8v9ZlZ0s9E>

4. Workplace Readiness & Career Skills

<https://www.youtube.com/watch?v=6kP0Zl2vH8A>