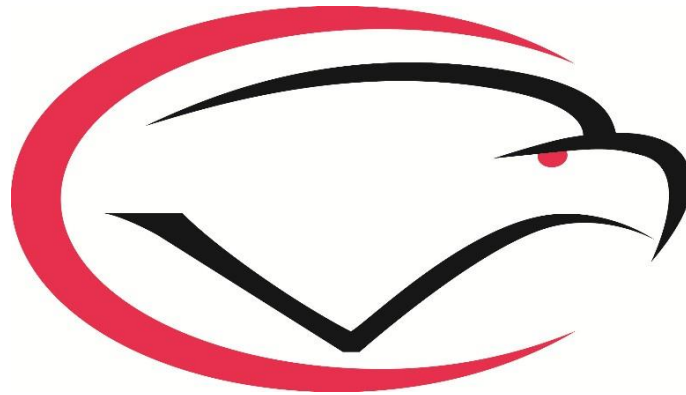


# Secondary Curriculum Maps



Cumberland Valley School District  
Soaring to Greatness, Committed to Excellence

Hospitality Services

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## CVSD Hospitality Services Curriculum Map ~ Grades 11,12

<b>CV Priority Standard/PA Academic Standard</b>	
8.1.12.A Evaluate patterns of continuity and rates of change over time, applying context of events.	
<b>Taught in Unit(s)</b>	
History of Industry	
<b>Explanation/Example of Standard</b>	
Examining how the hospitality industry has evolved over time, students will be given the opportunity to reflect on the current aspects of the industry.	
<b>Common Misconceptions</b>	
<b>Big Idea(s)</b>	<b>Essential Question(s)</b>
Examining what is included in the hospitality industry today and how it has evolved from earlier days.	How has the hospitality and tourism industry changed?
<b>Assessments</b>	
See unit map details.	
<b>Concepts</b> (what students need to know)	<b>Skills</b> (what students must be able to do)
<p>What are the critical aspects of the hospitality and tourism industry.</p> <p>What services are available to the public today.</p>	<p>Recognize/Explain:</p> <ul style="list-style-type: none"> <li>● Today's global travel</li> <li>● Industry services available today</li> <li>● Respect and Guest Services</li> </ul>

## CVSD Hospitality Services Curriculum Map ~ Grades 11,12

<b>CV Priority Standard/PA Academic Standard</b>	
13.1.11.G - Assess the implementation of the individualized career plan through the ongoing development of the career portfolio.	
<b>Taught in Unit(s)</b>	
All units	
<b>Explanation/Example of Standard</b>	
Students will compile a career portfolio throughout the course.	
<b>Common Misconceptions</b>	
Once a portfolio is completed, it doesn't need to be updated. A career plan is not necessary.	
<b>Big Idea(s)</b>	<b>Essential Question(s)</b>
Career management is a lifelong process that requires purposeful planning based on research, self-knowledge and informed choices.	How do interests, abilities, and resources guide a career choice? How is an effective resume prepared?
<b>Assessments</b>	
See unit map details.	
<b>Concepts</b> (what students need to know)	<b>Skills</b> (what students must be able to do)
<ul style="list-style-type: none"> <li>● Purpose of a resume</li> <li>● Components of a resume</li> <li>● How to make a resume stand out</li> </ul>	Identify skills and abilities Prepare a resume: <ul style="list-style-type: none"> <li>● include all components</li> <li>● well written (buzz words)</li> <li>● cleanly formatted</li> </ul>

## CVSD Hospitality Services Curriculum Map ~ Grades 11,12

<b>CV Priority Standard/PA Academic Standard</b>	
15.3.12.0 - Identify the diverse communication skills necessary within an organization (e.g. customer relations, sales, management)	
<b>Taught in Unit(s)</b>	
Guest Cycle, Accommodations, Food and Beverage, Resort/Recreation, Marketing and Sales, Leadership, Human Resources, Operational Finance, Facilities, Safety and Security	
<b>Explanation/Example of Standard</b>	
Students will gain valuable experience dealing with customers, as well as employees, in all aspects of the Hospitality Industry.	
<b>Common Misconceptions</b>	
The importance of communication on a daily basis, both verbal and non-verbal.	
<b>Big Idea(s)</b>	<b>Essential Question(s)</b>
Effective communication relies on the purposeful use of information in a format appropriate to the task and the audience.	<p>What are the available communication tools to complete a task?</p> <p>What is the relationship between communication and professionalism?</p>
<b>Assessments</b>	
See unit map details.	
<b>Concepts</b> (what students need to know)	<b>Skills</b> (what students must be able to do)
<ul style="list-style-type: none"> <li>● RAVE</li> <li>● What constitutes appropriate body language</li> <li>● What is appropriate communication with customers.</li> <li>● What is appropriate communication with employees.</li> </ul>	<ul style="list-style-type: none"> <li>● Demonstrate appropriate communication skills in a variety of situations.</li> <li>● Model appropriate nonverbal communications in personal and professional situations.</li> <li>● Interact effectively with people from various backgrounds by using appropriate language and grammar skills in informal and formal communications.</li> <li>● Analyze the value of interpersonal relationships in the workplace environment.</li> <li>● Demonstrate an understanding of and respect for customs and cultures of different individuals and countries.</li> <li>● Explain the value of interpersonal communications in building relationships.</li> <li>● Discuss the relationship between nonverbal cues and posturing.</li> </ul>

## CVSD Hospitality Services Curriculum Map ~ Grades 11,12

<b>CV Priority Standard/PA Academic Standard</b>	
15.8.12.E - Evaluate how businesses are organized to achieve desired goals.	
<b>Taught in Unit(s)</b>	
Accommodations, Food and Beverage, Resort/Recreation, Marketing and Sales, Human Resources, Operational Finance, Facilities, Safety and Security	
<b>Explanation/Example of Standard</b>	
Students will learn how businesses within the Hospitality Industry are structured in order to achieve company goals.	
<b>Common Misconceptions</b>	
Employees only need to focus on completing what has been assigned to them and not be concerned with company goals. Achieving goals is management's responsibility.	
<b>Big Idea(s)</b>	<b>Essential Question(s)</b>
Management is the process of effectively using resources to plan, organize, control and lead.	Why are management functions critical to the success of an organization?
<b>Assessments</b>	
See unit map details.	
<b>Concepts</b> (what students need to know)	<b>Skills</b> (what students must be able to do)
<ul style="list-style-type: none"> <li>● Management principles</li> <li>● Management skills</li> </ul>	<ul style="list-style-type: none"> <li>● Compare and contrast the responsibilities of various level of managers in an organization.</li> <li>● Identify steps in the problem solving process to support decision making.</li> <li>● Explain how management uses resources to accomplish goals.</li> </ul>

## CVSD Hospitality Services Curriculum Map ~ Grades 11,12

<b>CV Priority Standard/PA Academic Standard</b>	
15.9.12.B - Analyze how marketing influences today's households, businesses, and society; including but not limited to business-to-consumer, business-to-business, and consumer-to-consumer	
<b>Taught in Unit(s)</b>	
Marketing and Sales	
<b>Explanation/Example of Standard</b>	
Ways that hospitality businesses promote their products and services in order to generate sales and satisfied customers, who will promote the business through word-of-mouth and positive feedback.	
<b>Common Misconceptions</b>	
Many people do not realize or understand all of the aspects that are included under the umbrella of marketing. Most individuals only consider advertising.	
<b>Big Idea(s)</b>	<b>Essential Question(s)</b>
Marketing is the process of creating, communicating, delivering, and exchanging products and services that have value for customers, clients, and society.	How do external factors influence the marketing process for the hospitality industry?
<b>Assessments</b>	
See unit map details.	
<b>Concepts</b> (what students need to know)	<b>Skills</b> (what students must be able to do)
<ul style="list-style-type: none"> <li>Marketing principles</li> </ul>	<ul style="list-style-type: none"> <li>Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.</li> </ul>

## CVSD Hospitality Services Curriculum Map ~ Grades 11,12

<b>CV Priority Standard/PA Academic Standard</b>	
15.3.12.P - Demonstrate leadership communication skills through delegating, negotiating, goal setting, and generating ideas.	
15.8.12.G - Analyze leadership skills necessary for leading at various management levels.	
<b>Taught in Unit(s)</b>	
Leadership, Accommodations, Food and Beverage, Resort/Recreation, Facilities, Safety and Security, Marketing and Sales, Human Resources, Operational Finance	
<b>Explanation/Example of Standard</b>	
Exploring and practicing effective leadership characteristics/skills.	
<b>Common Misconceptions</b>	
Leaders are born to lead. Leadership skills cannot be learned.	
<b>Big Idea(s)</b>	<b>Essential Question(s)</b>
What characteristics and skills make an effective leader?	How does one identify and master effective leadership in the hospitality and tourism industry?
<b>Assessments</b>	
See unit map details.	
<b>Concepts</b> (what students need to know)	<b>Skills</b> (what students must be able to do)
How leadership plays a vital role in effectively operating a business.	<ul style="list-style-type: none"> <li>● Recognize leadership skills.</li> <li>● Practice using leadership skills through effective communication.</li> </ul>

## CVSD Hospitality Services Curriculum Map ~ Grades 11,12

<b>CV Priority Standard/PA Academic Standard</b>	
15.8.12.L - Explain the purpose and activities of a human resource department in a business or organization.	
<b>Taught in Unit(s)</b>	
Human Resources, Leadership, Facilities, Safety and Security, Operational Finance, Marketing and Sales, Accommodations, Food and Beverage, Resort/Recreation	
<b>Explanation/Example of Standard</b>	
Analyze management functions and their role in the business environment (planning, staffing, organizing, controlling, and directing.)	
<b>Common Misconceptions</b>	
Human Resources only plays a part in the hiring of employees.	
<b>Big Idea(s)</b>	<b>Essential Question(s)</b>
Management is the process of effectively using resources to plan, organize, control and lead. Effective communication relies on the purposeful use of information in a format appropriate to the task and the audience.	Why are management functions so critical to an organization? What are the available communication tools to complete a task?
<b>Assessments</b>	
See unit map details.	
<b>Concepts</b> (what students need to know)	<b>Skills</b> (what students must be able to do)
<ul style="list-style-type: none"> <li>● Analyze management functions and their role in the business environment (planning, staffing, organizing, controlling, and directing.)</li> <li>● Culture and diversity</li> <li>● Verbal communications</li> </ul>	<ul style="list-style-type: none"> <li>● Demonstrate appropriate communication skills in a variety of situations.</li> <li>● Explore the corporate cultures of diverse organizations and discuss what role “culture” plays in the organization’s identity.</li> </ul>



## CVSD Hospitality Services Curriculum Map ~ Grades 11,12

<b>CV Priority Standard/PA Academic Standard</b>	
15.1.12.E - Perform accounting functions using technology as a tool. 15.2.23.Q - Prepare financial statements (including a Balance Sheet, Profit & Loss and Owner's Equity) and understand their relevance.	
<b>Taught in Unit(s)</b>	
Operational Finance	
<b>Explanation/Example of Standard</b>	
Gaining an understanding of how financial reports are generated and what the numbers mean.	
<b>Common Misconceptions</b>	
The decisions made at a lower level of management do not really impact the overall financial position of the company.	
<b>Big Idea(s)</b>	<b>Essential Question(s)</b>
Accounting is a process for recording, analyzing, and reporting financial transactions that has a significant impact on the quality and integrity of business and personal decisions.	How does financial information impact decisions?
<b>Assessments</b>	
See unit map details.	
<b>Concepts</b> (what students need to know)	<b>Skills</b> (what students must be able to do)
<ul style="list-style-type: none"> <li>● Revenue centers</li> <li>● Cost centers</li> <li>● Ratio analysis</li> </ul>	<ul style="list-style-type: none"> <li>● Report financial information.</li> <li>● Analyze ratios.</li> <li>● Make recommendations to improve financial position.</li> </ul>

## CVSD Hospitality Services Curriculum Map ~ Grades 11,12

<b>CV Priority Standard/PA Academic Standard</b>	
15.5.12.I Evaluate the functions of operations management as influenced by the business parameters.	
<b>Taught in Unit(s)</b>	
Accommodations, Food and Beverage, Resort/Recreation, Marketing and Sales, Human Resources, Operational Finance, Facilities, Safety and Security	
<b>Explanation/Example of Standard</b>	
The role of each business function within the hospitality industry will be analyzed.	
<b>Common Misconceptions</b>	
Each business function operates independently of the others.	
<b>Big Idea(s)</b>	<b>Essential Question(s)</b>
Business organizations include various functions that are critical to its success.	How are management functions critical to the success of hospitality organizations?
<b>Assessments</b>	
See unit map details.	
<b>Concepts</b> (what students need to know)	<b>Skills</b> (what students must be able to do)
Business functions: <ul style="list-style-type: none"> <li>● Planning</li> <li>● Staffing</li> <li>● Organizing</li> <li>● Coordinating</li> <li>● Controlling</li> </ul>	Identify how the business functions are incorporated into the activities within the hospitality industry.

## CVSD Hospitality Services Curriculum Map ~ Grades 11,12

<b>CV Priority Standard/PA Academic Standard</b>	
15.3.12.R - Evaluate best practices of communication based on culture, practice, and laws related to supervising others in a corporate entity.	
<b>Taught in Unit(s)</b>	
Guest Cycle, Accommodations, Food and Beverage, Resort/Recreation, Marketing and Sales, Human Resources, Operational Finance, Facilities, Safety and Security	
<b>Explanation/Example of Standard</b>	
Operating a hospitality business in various countries requires knowledge of the culture, laws and practices of that country.	
<b>Common Misconceptions</b>	
Acceptable practice for operating a business in the United States is acceptable in other countries as well.	
<b>Big Idea(s)</b>	<b>Essential Question(s)</b>
Learn the culture, laws and practices of the country of employment.	Why is it important to learn the culture, laws and practices of another country when employed there?
<b>Assessments</b>	
See unit map details.	
<b>Concepts</b> (what students need to know)	<b>Skills</b> (what students must be able to do)
<ul style="list-style-type: none"> <li>How culture, laws and practices influence communication.</li> </ul>	<ul style="list-style-type: none"> <li>Know how to find communication best practices.</li> <li>Practice by role playing scenarios from various countries/cultures.</li> </ul>

## Hospitality & Tourism Scope and Sequence

11-12 Grades		SUBJECT	
Unit	Timeline	Topics	Priority Standards
History of Hospitality Industry	10 days	Hospitality past and present	8.1.12.A Evaluate patterns of continuity and rates of change over time, applying context of events.
Developing and Maintaining a Portfolio	20 days	Career Exploration / Resume Writing / Skills Development	13.1.11.G - Assess the implementation of the individualized career plan through the ongoing development of the career portfolio.
Guest Cycle	20 days	Role of customer service	15.3.12.O - Identify the diverse communication skills necessary within an organization (e.g. customer relations, sales, management)
		Oral Communication / Body Language	15.3.12.R - Evaluate best practices of communication based on culture, practice, and laws related to supervising others in a corporate entity.
Accommodations (Lodging)	50 days	Guest Cycle	15.3.12.O - Identify the diverse communication skills necessary within an organization (e.g. customer relations, sales, management)
		Front Office Operations / Housekeeping Operations	15.8.12.E - Evaluate how businesses are organized to achieve desired goals.
		Leadership	15.3.12.P - Demonstrate leadership communication skills through delegating, negotiating, goal setting, and generating ideas.
		Human Resources	15.8.12.L - Explain the purpose and activities of a human resource department in a business organization.
		Marketing / Sales	15.9.12.B - Analyze how marketing influences today's households, businesses, and society; including but not limited to business-to-customer, business-to-business, and consumer-to-consumer.
		Operational Finance	15.1.12.E - Perform accounting functions using technology as a tool. 15.2.23.Q - Prepare financial statements (including a Balance Sheet, Profit & Loss and Owner's Equity) and understand their relevance.
		Facilities Management / Operations Finance / Safety and Security	15.5.12.I - Evaluate the functions of operations management as influenced by the business parameters.
		Careers	15.8.12.G - Analyze leadership skills necessary for leading at various management levels.
		Global Aspects of Industry	15.3.12.R - Evaluate best practices of communication based on culture, practice, and laws related to supervising others in a corporate entity.
Food and Beverage	40 days	Guest Cycle	15.3.12.O - Identify the diverse communication skills necessary within an organization (e.g. customer relations, sales, management)
		Dining Options / Restaurant Operations / Kitchen Operations / Beverage Operations	15.8.12.E - Evaluate how businesses are organized to achieve desired goals.
		Leadership	15.3.12.P - Demonstrate leadership communication skills through delegating, negotiating, goal setting, and generating ideas.
		Human Resources	15.8.12.L - Explain the purpose and activities of a human resource department in a business organization.
		Marketing / Sales	15.9.12.B - Analyze how marketing influences today's households, businesses, and society; including but not limited to business-to-customer, business-to-business, and consumer-to-consumer.

## Hospitality & Tourism Scope and Sequence

11-12 Grades		SUBJECT	
Unit	Timeline	Topics	Priority Standards
		Operational Finance	15.1.12.E - Perform accounting functions using technology as a tool. 15.2.23.Q - Prepare financial statements (including a Balance Sheet, Profit & Loss and Owner's Equity) and understand their relevance.
		Facilities Management / Operations Finance / Safety and Security	15.5.12.I - Evaluate the functions of operations management as influenced by the business parameters.
		Careers	15.8.12.G - Analyze leadership skills necessary for leading at various management levels.
		Global Aspects of Industry	15.3.12.R - Evaluate best practices of communication based on culture, practice, and laws related to supervising others in a corporate entity.
<b>Resort / Recreation</b>	35 days	Guest Cycle	15.3.12.O - Identify the diverse communication skills necessary within an organization (e.g. customer relations, sales, management)
		Resorts / Cruise Lines / RVs and Camping / Off-Site Partners	15.8.12.E - Evaluate how businesses are organized to achieve desired goals.
		Leadership	15.3.12.P - Demonstrate leadership communication skills through delegating, negotiating, goal setting, and generating ideas.
		Human Resources	15.8.12.L - Explain the purpose and activities of a human resource department in a business organization.
		Marketing / Sales	15.9.12.B - Analyze how marketing influences today's households, businesses, and society; including but not limited to business-to-customer, business-to-business, and consumer-to-consumer.
		Operational Finance	15.1.12.E - Perform accounting functions using technology as a tool. 15.2.23.Q - Prepare financial statements (including a Balance Sheet, Profit & Loss and Owner's Equity) and understand their relevance.
		Facilities Management / Operations Finance / Safety and Security	15.5.12.I - Evaluate the functions of operations management as influenced by the business parameters.
		Careers	15.8.12.G - Analyze leadership skills necessary for leading at various management levels.
		Global Aspects of Industry	15.3.12.R - Evaluate best practices of communication based on culture, practice, and laws related to supervising others in a corporate entity.