



SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Experience in Hotels & Restaurants

LEVEL OF STUDY: Undergraduate Program

GENERAL ACADEMIC INFORMATION			
LATEST UPDATE	2016-2		
ACADEMIC AREA	Service, Hospitality and Quality		
SEMESTER	NA		
SUBJECT TYPE	Elective		
CREDIT POINTS	3		
CLASSROOM HOURS PER WEEK	4		
PRE-REQUISITES	NA		
LANGUAGE	English		
INTERNATIONAL CONTENT	<ul style="list-style-type: none"> • Reading materials include international journal articles • Reading materials in English • Research tasks on intercultural contexts • Development of projects with international or intercultural focus • Foreign speakers or professors visiting the classroom or participating online • International cases are used and compared against national reality • International bibliography is used 		
COURSE DETAILS			
COURSE DESCRIPTION	To be able to perform in any work and social situation. To know the protocol, its knowledge and use, so that the student becomes a leader that exercise his functions both in the company and outside of it, and in public events he will heighten his own name and that of his company. To use properly the protocol, and make the difference, so that the student acquires a unique seal of elegance that makes him different as the current world of business is increasingly demanding.		
COMPETENCES DEVELOPED	Competence	Emphasis	Intended Learning Outcome (ILO)*
	Developing skills such as greetings, introductions, use of precedence, and correct comments in each situation to	Skills	ILO 001 ILO 002 ILO004

	<p>achieve the necessary abilities and maximize the professional and personal image. Personal Marketing.</p>		BA&S ILO 006
	<p>Having the ability to analyze and solve the main concerns that arise daily about behaviors that require the social and labor Etiquette and Protocol, understanding the public and social dimension they entail.</p>	Skills	ILO 001 ILO 002 ILO 004 BA&S ILO 006
	<p>Possessing the ability to organize any kind of social or work meeting with all the necessary points to make it a success.</p>	Skills	ILO 001 ILO 002 ILO 003 ILO 004 BA&S ILO 006
	<p>* Intended Learning Outcome</p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>BA&S ILO06: Understand the needs of people and organizations as well as the tendencies of service and hospitality, which prevail in the marketplace in order to design solutions that satisfy the needs of both internal and external customers.</p>		
<p>COURSE CONTENTS</p>	<ul style="list-style-type: none"> • Greetings and presentations • Theory of netiquette and phone etiquette • Speaking effectively and efficiently in public, making use of protocol tools • Successfully attend a job interview, updated tips provided by the protocol • Theory and current dining etiquette. • How to be a good host and a good guest. Use of precedence for meetings and ceremonies. • How to attend different types of meetings, and social and corporate events. Definition of appropriate behavior according to age and position. Marriages, anniversaries, lunches, wakes, etc. • Interpersonal relationships, seen from the same, superior, and inferior levels, framed within the etiquette and universal protocol. 		
<p>METHODOLOGY</p>	<p>Lecture Conferences</p>		

	<p>Theoretical classes</p> <p>Participative classes :Small Groups Discussion and Course Discussions</p>
ASSESSMENT	<p>Greetings, Introductions Midterm Exam 1: First term: 30%: Interpersonal relationships, precedence and invitations Midterm Exam 2-Second Term 30%: Dining etiquette: Etiquette Lunch</p> <p>All the content studied along the semester: Final Exam Third term: 40%</p> <p>Competence 1, 2 & 3 will be evaluated through workshops, quizzes, debates and written evaluations.</p>