

**Curriculum Instructional Council  
Actions Approved – March 8, 2007 Addendum, Walked-In Curriculum**

See proposal Impact (PI) reports to view list of courses and/or programs that may be impacted by the following proposed actions.

<b>English (ENGL)</b>	<b>Action</b>
<p><b>097 College Writing Skills</b></p> <p align="right"><b>3.00 hours lab, 1.00 unit Credit/No Credit Only</b></p> <p><b>REQUISITES:</b>  <i>Advisory:</i> English 43 with a grade of "C" or better, or equivalent, or Assessment Skill Level W4.                      This course provides the application of college writing skills for all disciplines. Emphasis is on the writing of organized, clear, concise, coherent, and carefully reasoned essay exams, book reports, research papers, technical reports, expository and argumentative essays, and other college writing assignments. The course is individualized, with students working on specific learning outcomes tailored to their needs.</p> <p><b>FIELD TRIP REQUIREMENTS:</b> May be required.</p> <p><b>TRANSFER APPLICABILITY:</b> Associate Degree Credit and not transferable.</p>	<p><b>Offered At:</b> Mesa</p> <p><b>Action(s) Proposed:</b> Course Activation (Currently active at another college)  <i>Approved</i></p> <p><b>Proposed For College(s):</b> City</p> <p><b>Originating Campus:</b> City</p> <p><b>Effective:</b> Spring 2007</p>

<b>Geographic Information Systems (GISG)</b>	
<p><b>* 104 Geographic Information Science and Spatial Reasoning</b></p> <p align="right"><b>2.50 hours lecture, 1.50 hours lab, 3.00 units Grade Only</b></p> <p><b>REQUISITES:</b>  <i>Prerequisite:</i> Mathematics 96 with a grade of "C" or better, or equivalent, or Assessment Skill Level M50. Required for articulation by a UC/CSU institution.                      This is a survey course designed to provide an introductory overview of geographic information systems (GIS), cartography, remote sensing, spatial analysis, and global positioning systems (GPS). Students will learn how these critical technologies are used in addressing human and environmental problems. The lectures and lab exercises will provide an introductory knowledge of GIS including map interpretation, georeferencing, and spatial data management. Topics will include how to use spatial data to visualize information and identify spatial patterns. Topics include basic GIS concepts such as query and map overlay.</p> <p><b>FIELD TRIP REQUIREMENTS:</b> May be required.</p> <p><b>TRANSFER APPLICABILITY:</b> Associate Degree Credit &amp; transfer to CSU and/or private colleges and universities.</p>	<p><b>Offered At:</b> NONE</p> <p><b>Action(s) Proposed:</b> New Course  <i>Approved</i></p> <p><b>Proposed For College(s):</b> City, Mesa</p> <p><b>Originating Campus:</b> Mesa</p> <p><b>Effective:</b> Summer 2007</p> <p><i>This course is being proposed at City and Mesa for CSU GE B4 Area B. Physical Universe and its Life Forms - Mathematics/Quantitative Thinking, District GE Area A2 to be reviewed at the May 24, 2007 CIC meeting.</i></p> <p><i>This course is being proposed at City and Mesa for UC transfer course list.</i></p>

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**Hospitality (HOSP)**

<p><b>101 Introduction to Hospitality &amp; Tourism</b> <span style="float: right;"><b>3.00 hours lecture, 3.00 units</b> <b>Grade Only</b></span></p> <p><b>REQUISITES:</b>  <i>Advisory:</i> English 42 and English 43 and Mathematics 32, each with a grade of "C" or better, or equivalent, or Assessment Skill Levels R4, W4 and M20.                  This introductory course addresses a general overview and analyses of linkages between segments of the hospitality industry, including: history, career opportunities and service ethics, lodging products and service levels, travel and tourism, food and beverage throughout the industry segments, managed services, clubs, casinos, leisure and recreation, convention centers and meeting and event planning. The course touches on concerns related to health, safety, liability, the environment, technology, and globalization that are interrelated with the hospitality industry. Exploration of all aspects of the multifaceted hospitality and tourism industries are emphasized, including trends future projection and employment opportunities. This overview course is designed for students interested in the hospitality industry.</p> <p><b>FIELD TRIP REQUIREMENTS:</b> May be required</p> <p><b>TRANSFER APPLICABILITY:</b> Associate Degree Credit &amp; transfer to CSU and/or private colleges and universities.</p>	<p><b>Offered At:</b> Mesa</p> <p><b>Action(s) Proposed:</b> Course Revision (May Include Activation)                  Advisory                  Approved</p> <p><b>Proposed For College(s):</b> Mesa</p> <p><b>Originating Campus:</b> Mesa</p> <p><b>Effective:</b> Fall 2007</p>
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**Hospitality (HOSP)**

<p><b>105 Customer Service</b> <span style="float: right;"><b>3.00 hours lecture, 3.00 units</b> <b>Grade Only</b></span></p> <p><b>REQUISITES:</b>  <i>Advisory:</i> English 42 and English 43 and Mathematics 32, each with a grade of "C" or better, or equivalent, or Assessment Skill Levels R4, W4 and M20.  <i>Advisory: Completion of or concurrent enrollment in:</i> Hospitality 101 with a grade of "C" or better, or equivalent.                  This course is designed to provide the student with an understanding of the importance of customer service in a service economy and the critical necessity of service in hospitality and tourism management. Students gain insight into employer and customer expectations of service levels. Customer loyalty will be examined in depth and how to create value for customers. Specific skills will be enhanced including: positive attitude projection, anticipation of and exceeding customer expectations, telephone and written communication skills, and management tools that will help inspire others to offer excellent customer service. This course is designed for students interested in a career in hospitality and tourism or those interested in the area.</p> <p><b>FIELD TRIP REQUIREMENTS:</b> May be required</p> <p><b>TRANSFER APPLICABILITY:</b> Associate Degree Credit &amp; transfer to CSU and/or private colleges and universities.</p>	<p><b>Offered At:</b> Mesa</p> <p><b>Action(s) Proposed:</b> Course Revision (May Include Activation)                  Advisory                  Approved</p> <p><b>Proposed For College(s):</b> Mesa</p> <p><b>Originating Campus:</b> Mesa</p> <p><b>Effective:</b> Fall 2007</p>
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**Hospitality (HOSP)**

<p><b>115 Hospitality Operations &amp; Management</b></p> <p align="right"><b>3.00 hours lecture, 3.00 units Grade Only</b></p> <p><b>REQUISITES:</b>  <i>Advisory:</i> English 42 and English 43 and Mathematics 32, each with a grade of "C" or better, or equivalent, or Assessment Skill Levels R4, W4 and M20.  <i>Limitation on Enrollment:</i> This course is not open to students with previous credit for Food Services Occupation 115.                  This course is designed to acquaint students with the leadership, management, and quality issues facing today's hospitality industry. It covers the organization and management of hospitality operations, occupational levels and responsibilities, labor-management relations, quality and service issues, and legal aspects and insurance. This course is designed for students who are interested in hospitality and culinary arts/culinary management, as well as those working toward American Culinary Federation certification and recertification.</p> <p><b>FIELD TRIP REQUIREMENTS:</b> May be required</p> <p><b>TRANSFER APPLICABILITY:</b> Associate Degree Credit &amp; transfer to CSU and/or private colleges and universities.</p>	<p><b>Offered At:</b> Mesa</p> <p><b>Action(s) Proposed:</b> Course Revision (May Include Activation)                  Advisory                  Approved</p> <p><b>Proposed For College(s):</b> Mesa</p> <p><b>Originating Campus:</b> Mesa</p> <p><b>Effective:</b> Fall 2007</p>
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**Hospitality (HOSP)**

<p><b>120 Event &amp; Hospitality Sales &amp; Marketing</b></p> <p align="right"><b>3.00 hours lecture, 3.00 units Grade Only</b></p> <p><b>REQUISITES:</b>  <i>Corequisite:</i> Completion of or concurrent enrollment in: Hospitality 101 with a grade of "C" or better, or equivalent.  <i>Limitation on Enrollment:</i> This course is not open to students with previous credit for Hotel-Motel Management 120.                  This course is designed to provide students with a background in marketing and sales, as they relate to the major decisions hospitality marketers face in balancing objectives and resources against the needs and opportunities in the global marketplace. Primary focus is on the creation of a marketing plan including: the marketing environment, market segments and target markets, and marketing strategies. This course is for students in hospitality and tourism or those interested in the area.</p> <p><b>FIELD TRIP REQUIREMENTS:</b> May be required</p> <p><b>TRANSFER APPLICABILITY:</b> Associate Degree Credit &amp; transfer to CSU and/or private colleges and universities.</p>	<p><b>Offered At:</b> Mesa</p> <p><b>Action(s) Proposed:</b> Course Revision (May Include Activation)                  Advisory                  Corequisite                  Title Change                  Approved</p> <p><b>Proposed For College(s):</b> Mesa</p> <p><b>Originating Campus:</b> Mesa</p> <p><b>Effective:</b> Fall 2007</p>
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**Hospitality (HOSP)**

<p><b>130 Event &amp; Hospitality Law</b></p> <p align="right"><b>3.00 hours lecture, 3.00 units</b> <b>Grade Only</b></p> <p><b>REQUISITES:</b>  <i>Prerequisite:</i> Hospitality 101 with a grade of "C" or better, or equivalent.  <i>Advisory: Completion of or concurrent enrollment in:</i> Hotel-Motel Management 110 with a grade of "C" or better, or equivalent.  <i>Limitation on Enrollment:</i> This course is not open to students with previous credit for Hotel-Motel Management 115.                  This course introduces the student to the laws and regulations that influence business and management decisions applicable to the ownership and operation hospitality and tourism businesses. It is designed to provide practical knowledge of the law and how the legal system functions. The course focus is on legal fundamentals including negligence, relationships with guests, employees, contracts, liability, and the sale of food and alcohol. This course is designed for students interested in a career in hospitality and tourism or those interested in the area.</p> <p><b>FIELD TRIP REQUIREMENTS:</b> May be required</p> <p><b>TRANSFER APPLICABILITY:</b> Associate Degree Credit &amp; transfer to CSU and/or private colleges and universities.</p>	<p><b>Offered At:</b> Mesa</p> <p><b>Action(s) Proposed:</b> Course Revision                  (May Include Activation)                  Advisory                  Prerequisite                  Title Change  <i>Approved</i></p> <p><b>Proposed For College(s):</b> Mesa</p> <p><b>Originating Campus:</b> Mesa</p> <p><b>Effective:</b> Fall 2007</p>
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**Hospitality (HOSP)**

<p><b>140 Club Management</b></p> <p align="right"><b>1.00 hours lecture, 1.00 units</b> <b>Grade Only</b></p> <p><b>REQUISITES:</b>  <i>Prerequisite:</i> Hospitality 101 with a grade of "C" or better, or equivalent.  <i>Advisory: Completion of or concurrent enrollment in:</i> Hotel-Motel Management 110 and Culinary Arts/Culinary Management 140, each with a grade of "C" or better, or equivalent.                  This course introduces students to club management in the various types of clubs and club sectors. Concepts covered include the club boards of directors, service excellence, leadership, quality management systems, strategic and financial management, club marketing, human resources, guest rooms, food and beverage operations, and computer systems. This course is for students interested in hotel, hospitality and tourism.</p> <p><b>FIELD TRIP REQUIREMENTS:</b> May be required</p> <p><b>TRANSFER APPLICABILITY:</b> Associate Degree Credit &amp; transfer to CSU and/or private colleges and universities.</p>	<p><b>Offered At:</b> Mesa</p> <p><b>Action(s) Proposed:</b> Course Revision                  (May Include Activation)                  Advisory                  Hours                  Prerequisite                  Units  <i>Approved</i></p> <p><b>Proposed For College(s):</b> Mesa</p> <p><b>Originating Campus:</b> Mesa</p> <p><b>Effective:</b> Fall 2007</p>
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**Hospitality (HOSP)**

<p><b>150 Hospitality Human Resources</b></p> <p align="right"><b>3.00 hours lecture, 3.00 units</b> <b>Grade Only</b></p> <p><b>REQUISITES:</b>  <i>Advisory:</i> English 51 and Mathematics 32, each with a grade of "C" or better, or equivalent, or Assessment Skill Levels W5 &amp; M20.  <i>Advisory: Completion of or concurrent enrollment in:</i> Hospitality 101 and 115, each with a grade of "C" or better, or equivalent.                  This course presents a systematic approach to human resources management in the hospitality industry. Students develop theoretic lenses for understanding people and organizations, and practical tools for accomplishing personal and organizational goals. Topics include: individual differences, conflict management, problem solving, power and influence, motivation, leadership, coaching and counseling, and group process. Students learn through the case method, self-assessments, experiential exercises, readings, discussions, papers, and group activities. Contemporary issues and practices and employment laws that have an impact on the way people are managed are analyzed. This course is designed for students interested in a career in hospitality and tourism or those interested in the area.</p> <p><b>FIELD TRIP REQUIREMENTS:</b> May be required</p> <p><b>TRANSFER APPLICABILITY:</b> Associate Degree Credit &amp; transfer to CSU and/or private colleges and universities.</p>	<p><b>Offered At:</b> Mesa</p> <p><b>Action(s) Proposed:</b> Course Revision (May Include Activation)                  Advisory                  Approved</p> <p><b>Proposed For College(s):</b> Mesa</p> <p><b>Originating Campus:</b> Mesa</p> <p><b>Effective:</b> Fall 2007</p>
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**Hotel Management (HOTL)**

<p><b>* 105 Hotel-Motel Front Office Procedures</b></p> <p align="right"><b>2.00 hours lecture, 3.00 hours lab, 3.00 units</b> <b>Grade Only</b></p> <p>A beginning class covering the essential routines, behind the hotel desk and the duties of the front office clerk, including operation of room rack, selling of rooms, correspondence regarding reservations and inquiries, credit and check cashing. Business ethics and general problems concerning relations with the public are stressed.</p> <p><b>FIELD TRIP REQUIREMENTS:</b> May be required</p> <p><b>TRANSFER APPLICABILITY:</b> Associate Degree Credit &amp; transfer to CSU and/or private colleges and universities.</p>	<p><b>Offered At:</b> Mesa</p> <p><b>Action(s) Proposed:</b> Course Deactivation (Not at any College)                  Approved</p> <p><b>Proposed For College(s):</b> Mesa</p> <p><b>Originating Campus:</b> Mesa</p> <p><b>Effective:</b> Fall 2007</p>
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**Hotel Management (HOTL)**

<p><b>110 Lodging Management &amp; Operations</b></p> <p align="right"><b>3.00 hours lecture, 3.00 units</b> <b>Grade Only</b></p> <p><b>REQUISITES:</b>  <i>Corequisite: Completion of or concurrent enrollment in: Hospitality 101 with a grade of "C" or better, or equivalent.</i>                  This overview of the management responsibilities of hotel operations is designed for students interested in the hospitality industry. The focus is on analysis and understanding of the interdependent nature of major departments within a hotel/resort operation: rooms division, food and beverage, sales and marketing, housekeeping and maintenance, and general and administrative. Analyses of the interrelationship between the major departments are examined through the concepts of organizing, planning, communicating, and ethical principles among the major departments of a lodging operation. Job titles, functions, and their interactive relationships that are of utmost importance in understanding and working productively with the complexities of modern hotel management are discussed.</p> <p><b>FIELD TRIP REQUIREMENTS:</b> May be required</p> <p><b>TRANSFER APPLICABILITY:</b> Associate Degree Credit &amp; transfer to CSU and/or private colleges and universities.</p>	<p><b>Offered At:</b> Mesa</p> <p><b>Action(s) Proposed:</b> Course Revision (May Include Activation)                  Advisory                  Corequisite  <i>Approved</i></p> <p><b>Proposed For College(s):</b> Mesa</p> <p><b>Originating Campus:</b> Mesa</p> <p><b>Effective:</b> Fall 2007</p>
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**Hotel Management (HOTL)**

<p><b>151 Resort Management</b></p> <p align="right"><b>2.00 hours lecture, 2.00 units</b> <b>Grade Only</b></p> <p><b>REQUISITES:</b>  <i>Corequisite: Completion of or concurrent enrollment in: Hotel Management 110 with a grade of "C" or better, or equivalent.</i>  <i>Limitation on Enrollment:</i> This course is not open to students with previous credit for Hotel-Motel Management 150.                  This course highlights the operation and management of resort properties. Details are presented in planning, development, financial investment management, and marketing that deal with the unique nature of resort business. Analysis of management systems and methods for development of full-service resorts are presented, along with comparison of specialized requirements for different types of resorts based on location, climate, activities, and life-style. This course is for students interested in hotel, hospitality and tourism.</p> <p><b>FIELD TRIP REQUIREMENTS:</b> May be required</p> <p><b>TRANSFER APPLICABILITY:</b> Associate Degree Credit &amp; transfer to CSU and/or private colleges and universities.</p>	<p><b>Offered At:</b> Mesa</p> <p><b>Action(s) Proposed:</b> Course Revision (May Include Activation)                  Advisory                  Corequisite                  Course Renumbering                  Hours Change                  Limitation on Enrollment                  Units  <i>Approved</i></p> <p><b>Proposed For College(s):</b> Mesa</p> <p><b>Originating Campus:</b> Mesa</p> <p><b>Effective:</b> Fall 2007</p>
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**Hotel Management (HOTL)**

<p><b>160 Timeshare Management</b></p> <p align="right"><b>1.00 hours lecture, 1.00 units Grade Only</b></p> <p><b>REQUISITES:</b>  <i>Prerequisite:</i> Hospitality 101 with a grade of "C" or better, or equivalent.  <i>Corequisite: Completion of or concurrent enrollment in:</i> Hotel Management 110 with a grade of "C" or better, or equivalent.                  This course offers a study of time-share and vacation ownership, including legislation, legal structures, project budgeting, financing, marketing, and sales and property management. Also highlighted are the importance of hospitality to successful resort condominium operations, the differences between traditional and non-traditional lodging operations, relationship of managers to owners, boards, and guests, unique staffing challenges of resort condominiums, the accounting differences between traditional and non-traditional properties, and balancing the interests of owners and guests. This course is for students interested in hotel, hospitality and tourism.</p> <p><b>FIELD TRIP REQUIREMENTS:</b> May be required</p> <p><b>TRANSFER APPLICABILITY:</b> Associate Degree Credit &amp; transfer to CSU and/or private colleges and universities.</p>	<p><b>Offered At:</b> Mesa</p> <p><b>Action(s) Proposed:</b> Course Revision (May Include Activation)                  Corequisite                  Hours                  Prerequisite                  Units  <i>Approved</i></p> <p><b>Proposed For College(s):</b> Mesa</p> <p><b>Originating Campus:</b> Mesa</p> <p><b>Effective:</b> Fall 2007</p>
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**Hotel Management (HOTL)**

<p><b>201 Hotel Management Simulations</b></p> <p align="right"><b>3.00 hours lab, 1.00 units Grade Only</b></p> <p><b>REQUISITES:</b>  <i>Prerequisite:</i> Hospitality 115, 120 and Hotel Management 110 and Culinary Arts/Culinary Management 140 and Computer Business Technology 140, each with a grade of "C" or better, or equivalent.                  This course utilizes knowledge of rooms management, the lodging cycle, marketing, sales, human resources, food and beverage cost control and yield management to provide the ability to make managerial decisions doing a major case study in a computer-simulated environment. The input of data into the computer allows students to test decision-making skills in a highly realistic environment. Students evaluate broad ranges of accumulated learning by running a business within a safe accelerated environment. This class culminates the hotel management curriculum and is intended for students to utilize knowledge gained from all previous hotel and hospitality courses.</p> <p><b>FIELD TRIP REQUIREMENTS:</b> May be required</p> <p><b>TRANSFER APPLICABILITY:</b> Associate Degree Credit &amp; transfer to CSU and/or private colleges and universities.</p>	<p><b>Offered At:</b> Mesa</p> <p><b>Action(s) Proposed:</b> Course Revision (May Include Activation)                  Advisory                  Hours                  Methods of Instruction                  Prerequisite                  Units  <i>Approved</i></p> <p><b>Proposed For College(s):</b> Mesa</p> <p><b>Originating Campus:</b> Mesa</p> <p><b>Effective:</b> Fall 2007</p>
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**Tourism (TOUR)**

<p><b>110 Event Destination Management</b></p> <p align="right"><b>2.00 hours lecture, 2.00 units Grade Only</b></p> <p><b>REQUISITES:</b>  <i>Advisory: Completion of or concurrent enrollment in:</i> Hospitality 101 with a grade of "C" or better, or equivalent.  <i>Limitation on Enrollment:</i> This course is not open to students with previous credit for Travel and Tourism 130.                      This is an overview course focusing on the processes necessary to develop and promote activities that focus on attractions, hotels, restaurants and convention facilities that are available to the visitor utilizing San Diego as a model city. The course provides information relating to the scope of this sector of employment in the tourism industry and on destination management companies. It also outlines the benefits to the community as a result of these activities. The students are acquainted with community service organizations and governmental agencies that are designed to aid the visitor, and destination management companies designed to aid the meeting and event planner. The course is for those with an interest in tourism and in organizing and coordinating meetings, conventions, events and tours.</p> <p><b>FIELD TRIP REQUIREMENTS:</b> May be required</p> <p><b>TRANSFER APPLICABILITY:</b> Associate Degree Credit &amp; transfer to CSU and/or private colleges and universities.</p>	<p><b>Offered At:</b> Mesa</p> <p><b>Action(s) Proposed:</b> Course Revision (May Include Activation)                      Advisory                      Hours                      Prerequisite                      Title                      Units  <i>Approved</i></p> <p><b>Proposed For College(s):</b> Mesa</p> <p><b>Originating Campus:</b> Mesa</p> <p><b>Effective:</b> Fall 2007</p>
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**Tourism (TOUR)**

<p><b>120 Meeting and Convention Management</b></p> <p align="right"><b>3.00 hours lecture, 3.00 units Grade Only</b></p> <p><b>REQUISITES:</b>  <i>Corequisite: Completion of or concurrent enrollment in:</i> Hospitality 101 with a grade of "C" or better, or equivalent.  <i>Advisory: Completion of or concurrent enrollment in:</i> Hospitality 120 with a grade of "C" or better, or equivalent.  <i>Limitation on Enrollment:</i> This course is not open to students with previous credit for Travel and Tourism 132.                      This introductory course provides the student with an interest in planning events such as meetings, conferences and conventions with the parameters of that segment of the tourism industry. Students are introduced to the differences between meetings and conventions, the employees involved in those venues and the steps that are to be taken to plan, organize and produce such activities as meetings, seminars, conventions and trade shows. The course is for those with an interest in tourism and in organizing and coordinating meetings, conventions, events and tours.</p> <p><b>FIELD TRIP REQUIREMENTS:</b> May be required</p> <p><b>TRANSFER APPLICABILITY:</b> Associate Degree Credit &amp; transfer to CSU and/or private colleges and universities.</p>	<p><b>Offered At:</b> Mesa</p> <p><b>Action(s) Proposed:</b> Course Revision (May Include Activation)                      Advisory                      Corequisite                      Prerequisite  <i>Approved</i></p> <p><b>Proposed For College(s):</b> Mesa</p> <p><b>Originating Campus:</b> Mesa</p> <p><b>Effective:</b> Fall 2007</p>
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**Tourism (TOUR)**

<p><b>125 Special Event Management</b></p> <p align="right"><b>3.00 hours lecture, 3.00 units</b> <b>Grade Only</b></p> <p><b>REQUISITES:</b>  <i>Corequisite: Completion of or concurrent enrollment in:</i> Hospitality 101 with a grade of "C" or better, or equivalent.  <i>Advisory: Completion of or concurrent enrollment in:</i> Hospitality 120 with a grade of "C" or better, or equivalent.  <i>Limitation on Enrollment:</i> This course is not open to students with previous credit for Hotel-Motel Management 120.                      This course covers the theoretical and practical foundation for event management including research, design, planning, coordination, budgeting and evaluation of events of various types and sizes. In addition to special events, areas such as parades, festivals, and sporting events are highlighted, with emphasis placed on the competencies required for successful event and meeting professionals. This course is designed for students interested in a career in hospitality and tourism or those interested in the area.</p> <p><b>FIELD TRIP REQUIREMENTS:</b> May be required</p> <p><b>TRANSFER APPLICABILITY:</b> Associate Degree Credit &amp; transfer to CSU and/or private colleges and universities.</p>	<p><b>Offered At:</b> Mesa</p> <p><b>Action(s) Proposed:</b> Course Revision (May Include Activation)                      Advisory                      Corequisite                      Limitation on Enrollment  <i>Approved</i></p> <p><b>Proposed For College(s):</b> Mesa</p> <p><b>Originating Campus:</b> Mesa</p> <p><b>Effective:</b> Fall 2007</p>
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**Tourism (TOUR)**

<p><b>130 Event Convention Service &amp; Catering Management</b></p> <p align="right"><b>2.00 hours lecture, 2.00 units</b> <b>Grade Only</b></p> <p><b>REQUISITES:</b>  <i>Prerequisite:</i> Hospitality 101 with a grade of "C" or better, or equivalent.  <i>Advisory: Completion of or concurrent enrollment in:</i> Hospitality 105 and Tourism 120 and 125, each with a grade of "C" or better, or equivalent.                      This course focuses on reaching and servicing the group meetings and events market. The process of selling space, functions and events to groups, and the methods for servicing group business after the sale are outlined. Also identified are methods to market an event business, track and contain costs, and measures for operational effectiveness and efficient work schedules. Catering management from a front-of-the-house perspective is presented, as is theme development with specifics in design and décor. This course is for students interested in a career in hospitality and tourism or those interested in the area.</p> <p><b>FIELD TRIP REQUIREMENTS:</b> May be required</p> <p><b>TRANSFER APPLICABILITY:</b> Associate Degree Credit &amp; transfer to CSU and/or private colleges and universities.</p>	<p><b>Offered At:</b> Mesa</p> <p><b>Action(s) Proposed:</b> Course Revision (May Include Activation)                      Advisory                      Hours                      Methods of Evaluation                      Student Learning Outcomes                      Title                      Units  <i>Approved</i></p> <p><b>Proposed For College(s):</b> Mesa</p> <p><b>Originating Campus:</b> Mesa</p> <p><b>Effective:</b> Fall 2007</p>
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**Tourism (TOUR)**

<p><b>135 Event Promotion &amp; Sponsorship</b></p> <p align="right"><b>3.00 hours lecture, 3.00 units</b> <b>Grade Only</b></p> <p><b>REQUISITES:</b>  <i>Prerequisite:</i> Hospitality 101 with a grade of "C" or better, or equivalent.  <i>Advisory: Completion of or concurrent enrollment in:</i> Hospitality 120 and Tourism 120 and 125, each with a grade of "C" or better, or equivalent.                  This course examines how to promote events and use events to endorse products, services and causes. Specifics covered include image, branding, advertising, publicity, and public relations, their importance to an event, the benefits and best practices of each. Also covered are the coordinating methods to secure sponsorship contracts. This course is designed for students interested in a career in hospitality and tourism or those interested in the area.</p> <p><b>FIELD TRIP REQUIREMENTS:</b> May be required</p> <p><b>TRANSFER APPLICABILITY:</b> Associate Degree Credit &amp; transfer to CSU and/or private colleges and universities.</p>	<p><b>Offered At:</b> Mesa</p> <p><b>Action(s) Proposed:</b> Course Revision (May Include Activation)                  Advisory                  Approved</p> <p><b>Proposed For College(s):</b> Mesa</p> <p><b>Originating Campus:</b> Mesa</p> <p><b>Effective:</b> Fall 2007</p>
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**Tourism (TOUR)**

<p><b>140 Event &amp; Meeting Facilities Management</b></p> <p align="right"><b>3.00 hours lecture, 3.00 units</b> <b>Grade Only</b></p> <p><b>REQUISITES:</b>  <i>Corequisite: Completion of or concurrent enrollment in:</i> Tourism 120 and 125, each with a grade of "C" or better, or equivalent.  <i>Advisory: Completion of or concurrent enrollment in:</i> Tourism 130 with a grade of "C" or better, or equivalent.                  This course introduces students to the operations of arenas, stadiums, convention centers, performing arts centers, and amphitheaters. It incorporates logistical considerations of booking events, contract negotiations, ticket sales, maintenance and production. Also examined are management techniques of hospitality facilities to get better value from physical assets to improve business productivity. This course is designed for students interested in a career in hospitality and tourism or those interested in the area.</p> <p><b>FIELD TRIP REQUIREMENTS:</b> May be required</p> <p><b>TRANSFER APPLICABILITY:</b> Associate Degree Credit &amp; transfer to CSU and/or private colleges and universities.</p>	<p><b>Offered At:</b> Mesa</p> <p><b>Action(s) Proposed:</b> Course Revision (May Include Activation)                  Advisory                  Corequisite                  Prerequisite                  Title                  Approved</p> <p><b>Proposed For College(s):</b> Mesa</p> <p><b>Originating Campus:</b> Mesa</p> <p><b>Effective:</b> Fall 2007</p>
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**Curriculum Instructional Council**  
**Actions Approved – March 8, 2007 Addendum, Walked-In Curriculum**

**Tourism (TOUR)**

<p><b>141 The Business of Wedding Coordination</b></p> <p style="text-align: right;"><b>3.00 hours lecture, 3.00 units</b> <b>Grade Only</b></p> <p><b>REQUISITES:</b>  <i>Corequisite: Completion of or concurrent enrollment in: Tourism 120 and 125, each with a grade of "C" or better, or equivalent.</i>  <i>Advisory: Completion of or concurrent enrollment in: Tourism 130 with a grade of "C" or better, or equivalent.</i></p> <p>The course provides students with the knowledge and skills needed to operate a wedding consulting business or act as a wedding specialist. Topics include: setting up and running a wedding consulting business, financial management for the business and the client, guidelines for working with clients, selecting vendors and wedding venues, developing professional relationships, wedding day timelines and planning schedules. This course is for students wanting to specialize in the weddings segment of the destination and events industry management.</p> <p><b>FIELD TRIP REQUIREMENTS:</b> May be required</p> <p><b>TRANSFER APPLICABILITY:</b> Associate Degree Credit &amp; transfer to CSU and/or private colleges and universities.</p>	<p><b>Offered At:</b> Mesa</p> <p><b>Action(s) Proposed:</b> Course Revision (May Include Activation)  Advisory  Corequisite  Prerequisite  <i>Approved</i></p> <p><b>Proposed For College(s):</b> Mesa</p> <p><b>Originating Campus:</b> Mesa</p> <p><b>Effective:</b> Fall 2007</p>
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*Approved*

**Curriculum Instructional Council  
Actions Approved – March 8, 2007 Addendum, Walked-In Curriculum**

**PROGRAM CHANGES**

(Note: To view from *Proposals* screen, click *Program Search* button, scroll down to program name, then option title, if appropriate, and click *PR* icon.)

**Culinary Arts Culinary Management** – Mesa College, PID 1045, Effective Fall 2007

Program Revision - *Approved*

**Certificate of Completion:** *Culinary Arts/Culinary Management in Hospitality* (Removed)

**\* Business Studies Mortgage Brokerage and Banking** – City College, PID 1165, Effective Fall 2007

New Program - *Approved*

**Certificate of Completion:** *Loan Closer*

**Certificate of Completion:** *Loan Processor*

**Certificate of Completion:** *Loan Underwriter*

**Certificate of Achievement:** *Mortgage Brokerage and Banking*

**Associate in Science Degree:** *Mortgage Brokerage and Banking*

**Business Studies Real Estate** – City College, PID 1160, Effective Fall 2007

Program Revision - *Approved*

**Certificate of Completion:** *Real Estate Appraisal* (Revised)

**Certificate of Completion:** *Real Estate Salesperson* (Revised)