



Republic of the Philippines
CEBU TECHNOLOGICAL UNIVERSITY
CARMEN CAMPUS
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COLLEGE OF MANAGEMENT AND ENTREPRENEURSHIP

COURSE SYLLABUS in THC 123 PROFESSIONAL DEVELOPMENT AND APPLIED ETHICS Second Semester, A.Y. 2021-2022

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| Department/Area | : | HOSPITALITY MANAGEMENT DEPARTMENT |
| Curriculum | : | BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT |
| Curricular Year | : | FIRST YEAR |
| No. of Hours/Sem. | : | 54 HOURS |
| Credit Unit (s) | : | 3 UNITS |
| Prerequisite (s) | : | NONE |

Vision of the University: A premier, multidisciplinary-technological university

Mission of the University: The University shall primarily provide advanced professional and technical instruction for special purposes, advanced studies in industrial trade, agriculture, fishery, forestry, aeronautics, and land-based programs, arts and sciences, health sciences, information technology and other relevant fields of study. It shall also undertake research and extension services, and provide progressive leadership in its areas of specialization.

Goals of the University: The University shall produce scientifically, and technologically oriented human capital equipped with appropriate knowledge, skills, and attitudes. It shall likewise pursue relevant research strengthen linkages with the industry, community, and other institutions and maintain sustainable technology for the preservation of the environment.

Core Values: Commitment, Transparency, Unity, Patriotism, Integrity, Excellence, Spirituality (CTU PIES)

Program Learning Outcomes: The BSHM aims to develop hospitality practitioners who can: (CMO 62 Series 2017)

1. Perform the basic functions of management such as planning, organizing, leading and controlling.
2. Demonstrate knowledge of tourism industry, local tourism products and services.
3. Demonstrate administrative and managerial skills in a service-oriented business organization.
4. Utilize various communication channels proficiently in dealing with guests and colleagues.
5. Perform and maintain various housekeeping services for guest and facility operations.
6. Plan and implement a risk management program to provide a safe and secure workplace.

Graduate Attributes: These generic graduate attributes outline the overarching capabilities that will be developed by students. This goes across all disciplines/areas of study.

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| 1. Highly Skilled Individual | IGA 1 |
| 2. Ethically Imbued Professional | IGA 2 |
| 3. Service Oriented Worker | IGA 3 |
| 4. Effective Communicator | IGA 4 |

Course Description: This course describes the skills, knowledge and performance outcomes required to develop the ability of students to become professionals in their field by understanding the ideas of improving one's personality and ways on how they are going to be valued in the business industry by means of presenting their ideas like company meetings, professional networking, interviews and through proposals of services considering the proper collaboration to their associates and portraying professional business ethics. It also teaches writing skills and emphasizes in verbal communication and preparation of plans that requires them to research career options and company potentiality and stability to develop a strong and effective career pathway. (CMO 62 Series of 2017)

Course Learning Outcomes: At the end of the course, the students can:

Knowledge

1. discuss the fundamental concepts of ethics and professional development (PLO #13, #4);

Skills

2. develop effective communication skills in accordance with the ethical standards observed in the hospitality industry (PLO #24, #2);
3. perform actual job interview as a preparation for hospitality career opportunities (PLO #3); and

Values

4. plan and propose ideas for new product development observing professional business ethics (PLO #11).

Course Content: (Lecture: 3 hours per week)

| INTENDED LEARNING OUTCOMES | ASSESSMENT TASK (S) | TEACHING LEARNING ACTIVITIES | SKILLS | CONTENTS | LEARNING RESOURCES | REFERENCES | TIME ALLOCATION | REMARKS |
|---|--|---|---|--|---|--|-----------------|---------|
| <ul style="list-style-type: none"> ❖ Interpret Vision, Mission, Goals and Outcome of the institution; ❖ Relate VMGO to the course; ❖ Discuss the school uniform and create classroom policies; and ❖ Explain the description/course outline of the subject. | <ul style="list-style-type: none"> ❖ Interactive discussion of mission, vision, goals and objectives of the university; and ❖ Creation of executable classroom policies. | <ul style="list-style-type: none"> ❖ Orientation ❖ Interactive Discussion | <ul style="list-style-type: none"> ❖ Reflection ❖ Collaboration ❖ Result-oriented | <p style="text-align: center;">ORIENTATION</p> <p>Mission, Vision, Goal and Outcomes of CTU, Teaching strategies, requirements of the course, Rating Scale, Classroom Organization, and Wearing of prescribed school uniform.</p> | <ul style="list-style-type: none"> <input type="checkbox"/> Syllabus <input type="checkbox"/> Student Manual <input type="checkbox"/> Handouts | <ul style="list-style-type: none"> <input type="checkbox"/> Syllabus <input type="checkbox"/> Student Manual <input type="checkbox"/> Handouts | 2 hours | |
| <ul style="list-style-type: none"> <input type="checkbox"/> Formulate own definition of ethics; <input type="checkbox"/> Discuss ethics both as a study and as an activity; <input type="checkbox"/> Differentiate the formal object of ethics from the material objects of ethics; (CLO #1) and <input type="checkbox"/> Elucidate the importance of ethics. (CLO # 1) | <ul style="list-style-type: none"> ❖ Panel Presentation on the fundamental concepts of ethics using rubrics ❖ Individual Presentation | <ul style="list-style-type: none"> ❖ Video Presentation ❖ Interactive discussion ❖ Case Study Analysis ❖ Lecturette | <ul style="list-style-type: none"> ❖ Information Management ❖ Collaboration ❖ Appreciation of diversities ❖ Result-oriented | <p style="text-align: center;">Chapter 1: GENERAL CONCEPTS OF ETHICS</p> <ul style="list-style-type: none"> ✓ Ethics defined ✓ Applied Ethics ✓ The need to study ethics ✓ The objects of Ethics ✓ Two General forms of acts | <ul style="list-style-type: none"> <input type="checkbox"/> Relevant books <input type="checkbox"/> Video Presentation <input type="checkbox"/> Handouts <input type="checkbox"/> Website | <ul style="list-style-type: none"> <input type="checkbox"/> Reference-1 <input type="checkbox"/> Reference-2 <input type="checkbox"/> Reference-3 | 6 hours | |

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| | | | | <ul style="list-style-type: none"> ✓ Forms of ethical analysis ✓ Forms of Ethics ✓ Personal and Social ethics | | | | |
| <ul style="list-style-type: none"> <input type="checkbox"/> Discuss the meaning of professionalism and professional development; (CLO #1) <input type="checkbox"/> Characterize the different ways to display professionalism; (CLO #1) and <input type="checkbox"/> Analyze a hospitality case study showing skills in problem solving, decision making, handling complaints, collaborative learning, teamwork and critical thinking; (CLO #1) | <ul style="list-style-type: none"> ❖ Interactive discussion on the meaning of professionalism, work ethics, and its importance in business through graded recitation ❖ Group presentation on the different ways to display professionalism (with rubrics) ❖ Group presentation of case study analysis (with rubrics) | <ul style="list-style-type: none"> ❖ Interactive discussion ❖ Video Presentation ❖ Brainstorming ❖ Case Study Analysis ❖ Dramatization | <ul style="list-style-type: none"> ❖ Mindfulness exercise ❖ Information Management ❖ Collaboration ❖ Result-oriented | <p style="text-align: center;">Chapter 2: FUNDAMENTALS OF PROFESSIONALISM AND PROFESSIONAL DEVELOPMENT</p> <ul style="list-style-type: none"> ✓ Meaning of professionalism and work ethics ✓ The importance of professionalism in business ✓ Characteristics of Professionalism ✓ Problem Solving Skills and Decision making skills ✓ Complaints Handling Skills ✓ Collaborative learning and teamwork skills ✓ Critical thinking skills | <ul style="list-style-type: none"> <input type="checkbox"/> Relevant books <input type="checkbox"/> Video Presentation <input type="checkbox"/> Handouts <input type="checkbox"/> Website | <ul style="list-style-type: none"> <input type="checkbox"/> Reference-1 <input type="checkbox"/> Reference-2 <input type="checkbox"/> Reference-3 | 6 hours | |
| PRELIMINARY EXAMINATION | | | | | | | 1 hour | |
| Chapter 3: | | | | | | | | |

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| <ul style="list-style-type: none"> <input type="checkbox"/> Brainstorm on why people find fulfillment in the workplace; (CLO #1) <input type="checkbox"/> List down and discuss the actions performed observing professionalism and ethical standards in the workplace; (CLO #1) <input type="checkbox"/> Differentiate workers and employers, their roles, duties and interests <input type="checkbox"/> Dramatize a scenario (CLO #1) observing diplomatic ways of speaking in the workplace setting. (CLO #1) | <ul style="list-style-type: none"> ❖ Group presentation on why people find fulfillment in the workplace and the actions performed in the workplace observing professionalism and ethical standard (with rubrics) ❖ Group presentation of scenario observing diplomatic ways of speaking in the workplace setting (with rubrics) | <ul style="list-style-type: none"> ❖ Peer discussion ❖ Brainstorming ❖ Dramatization ❖ Lecturette | <ul style="list-style-type: none"> ❖ Mindfulness exercise ❖ Information Management ❖ Collaboration ❖ Competence Acquisition ❖ Result-oriented | <p style="text-align: center;">ETHICS AND PROFESSIONALISM IN THE WORKPLACE</p> <ul style="list-style-type: none"> ✓ Meaning of Workplace ✓ Activities in the workplace ✓ The nature of ethical standards ✓ Comparing Ethical and legal standard ✓ Problems concerning ethical standard ✓ The importance of ethics in the company/organization ✓ Business Ethics Defined ✓ The relationship between ethics and business ✓ Attributes to possess when dealing with customers ✓ Attributes to possess when dealing with heads and colleagues | <ul style="list-style-type: none"> <input type="checkbox"/> Relevant books <input type="checkbox"/> Handouts <input type="checkbox"/> Website | <ul style="list-style-type: none"> <input type="checkbox"/> Reference-1 <input type="checkbox"/> Reference-2 <input type="checkbox"/> Reference-3 | <p style="text-align: center;">6 hours</p> | |
| <ul style="list-style-type: none"> <input type="checkbox"/> Discuss communication and its process; (CLO #2) | <ul style="list-style-type: none"> ❖ Interactive discussion on communication, its process and its | | | <p style="text-align: center;">Chapter 4 DEVELOPING COMMUNICATION SKILLS AND</p> | | | | |

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| <ul style="list-style-type: none"> <input type="checkbox"/> Elucidate professional communication and its importance in the workplace; (CLO #2) <input type="checkbox"/> Develop skills in terms of written, verbal, and non-verbal communication; (CLO #2) <input type="checkbox"/> Practice ethical standards in conducting a meeting. (CLO #2) | <p>importance in the workplace (graded recitation)</p> <ul style="list-style-type: none"> ❖ Writing of correct business letter (with rubrics) ❖ Group presentation of role playing of scenarios with verbal and non-verbal communication (with rubrics) ❖ Creation of checklist observing ethical standard when conducting a meeting (with rubrics) | <ul style="list-style-type: none"> ❖ Interactive discussion ❖ Demonstration ❖ Role playing ❖ Brainstorming | <ul style="list-style-type: none"> ❖ Mindfulness exercise ❖ Information Management ❖ Adaptability ❖ Collaboration ❖ Competence Acquisition ❖ Result-oriented | <p style="text-align: center;">CONDUCTING COMPANY MEETINGS</p> <ul style="list-style-type: none"> ✓ Introduction to professional communication, its process and kinds ✓ Importance of excellent written and verbal communication ✓ Non-verbal communication ✓ Ethical standards in conducting a company meeting ✓ How to conduct a company meeting | <ul style="list-style-type: none"> <input type="checkbox"/> Relevant books <input type="checkbox"/> Handouts <input type="checkbox"/> Website | <p style="text-align: center;">Reference-4</p> | <p style="text-align: center;">6 hours</p> | |
| MIDTERM EXAMINATION | | | | | | | 1 hour | |
| <ul style="list-style-type: none"> <input type="checkbox"/> Discuss the meaning of professional networking; (CLO #1) <input type="checkbox"/> Identify the reasons, purpose, benefits and importance why people engage in professional | <ul style="list-style-type: none"> ❖ Creation of video clip on the meaning of professional networking, its reasons, benefits, and importance | <ul style="list-style-type: none"> ❖ Video Presentation ❖ Brainstorming ❖ Role playing ❖ Interactive Discussion | <ul style="list-style-type: none"> ❖ Mindfulness exercise ❖ Information Management ❖ Collaboration ❖ Result-oriented | <p style="text-align: center;">Chapter 5 PROFESSIONAL NETWORKING</p> <ul style="list-style-type: none"> ✓ Definition of Professional Networking | <ul style="list-style-type: none"> <input type="checkbox"/> Relevant books <input type="checkbox"/> Video Presentation <input type="checkbox"/> Handouts <input type="checkbox"/> Website | <p style="text-align: center;">Reference-5</p> | <p style="text-align: center;">6 hours</p> | |

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| <input type="checkbox"/> networking; (CLO #1) and <input type="checkbox"/> Brainstorm and present professional networking activities. (CLO #1) | ❖ Group presentation of role playing on professional networking activities | | | ✓ Reasons, purpose, benefits and importance of professional networking skills ✓ Professional Networking Activities | | | | |
| <input type="checkbox"/> Write an informative resume; (CLO#3) and <input type="checkbox"/> Conduct a mock interview observing the Do's and dont's following the checklist when hiring employees. (CLO #3) | ❖ Resume making ❖ Conducting of Actual Interview ❖ Creation of video clip of interview showing do's and dont's before, during and after the interview using the checklist as guide. (with rubrics) | ❖ Lecturette ❖ Video Presentation ❖ Role Playing | ❖ Mindfulness exercise ❖ Integrated process ❖ Information Management ❖ Collaboration ❖ Competence Acquisition ❖ Result-oriented | Chapter 6 CONDUCTING INTERVIEW ✓ Writing a resume ✓ Purpose and types of interview ✓ Do's and Dont's before, during and after interview ✓ Checklist of things when hiring employees | <input type="checkbox"/> Relevant books <input type="checkbox"/> Video Presentation <input type="checkbox"/> Handouts <input type="checkbox"/> Website | <input type="checkbox"/> Reference-6 | 6 hours | |
| SEMI-FINAL EXAMINATION | | | | | | | 1 hour | |
| <input type="checkbox"/> Conceptualize and propose ideas for new product development observing professional business ethics. (CLO #4) | ❖ Group Presentation and defense of Proposed Service (with rubrics) | ❖ Lecturette ❖ Brainstorming ❖ Writing and Proposal Making | ❖ Mindfulness exercise ❖ Information Management ❖ Collaboration ❖ Patience ❖ Result-oriented | Chapter 7 COLLABORATIVE PROPOSALS OF SERVICES ✓ Idea generation ✓ New Product Development ✓ Idea Screening | | <input type="checkbox"/> Reference-7 | 6 hours | |

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| | | | | <input checked="" type="checkbox"/> Assessing market competition | | | | |
| <input type="checkbox"/> Explain the different career opportunities in the Hospitality Industry; (CLO #3) <input type="checkbox"/> Prepare plans that require research career options and company potentiality when hunting for a job. (CLO #3) | <input checked="" type="checkbox"/> Creation of plans when hunting for a job | <input checked="" type="checkbox"/> Video Presentation <input checked="" type="checkbox"/> Interactive Discussion <input checked="" type="checkbox"/> Lecturette | <input checked="" type="checkbox"/> Information Management <input checked="" type="checkbox"/> Initiative <input checked="" type="checkbox"/> Result-oriented | Chapter 8 CAREER PROGRESSION PATHWAYS IN HOSPITALITY MANAGEMENT <input checked="" type="checkbox"/> Career opportunities in the Hospitality Industry <input checked="" type="checkbox"/> Preparation in landing a hospitality job | <input type="checkbox"/> Relevant books <input type="checkbox"/> Video Presentation <input type="checkbox"/> Handouts <input type="checkbox"/> Website | Reference-8 | 6 hours | |
| FINAL EXAMINATION | | | | | | | 1 hour | |
| TOTAL HOURS | | | | | | | 54 hours | |

References:

1. Books:

- Reference-1:** Articulo, Archimedes C. (2003), et.al., **Values and Work Ethics**, Trinitas Publishing, Inc.
- Reference-2:** Calano, Mark Joseph T. (2018), et. al., **ETHICS Foundations of Moral Valuation**, REX Book Store.
- Reference-3:** Babor, Eddie, **ETHICS The Philosophical Discipline of Action**, Rex Book Store

2. Websites:

Reference-4: <https://blog.udemy.com/types-of-communication/>

Reference-5: <http://www.investopedia.com/terms/n/networking.asp>

Reference-6: <https://www.roberthalf.com/blog/evaluating-jobcandidates/how-to-conduct-a-job-interview>

Reference-7: <https://www.businessinfo.co.uk/content/how-protect-new-product-ideas>

Reference-8: Rutherford, Denney G., Hotel Management and Operations (fourth edition), John Wiley & Sons Inc, New Jersey, 2011

Course Requirements:

1. Meet the required number of hours;
2. Pass the term-exam (prelim, midterm, semi and final);
3. Submit all the requirements/projects; and
4. Participate on the daily quizzes and recitation.

Evaluation Procedure: (Approved Grading System Applicable to the Course/Program based on the Student Manual 2015 Edition)

The highest grade of 95 or 1.0 is equivalent to the highest possible score (the perfect score), and the lowest passing grade of 75 or 3.0 is equivalent to 40% of the perfect score. The scores less than 40% of the highest possible score belong to the conditional failures with grades of 3.1 to 4.0, and the failures with grades of 4.1 to 5.0. A score of zero is equivalent to 5.0.

The following are the criteria on how the students are being rated:

Lecture:

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|---------------------------|-------|------------|
| Term Examination | | 40% |
| Daily Quizzes | | 30% |
| Graded Oral Participation | | 20% |
| Project | | <u>10%</u> |

Total 100%

Prepared by: 
RICHARD AGUSTIN
CTU-Carmen Campus


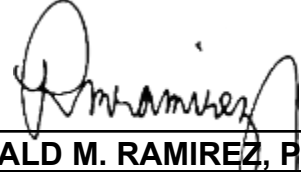

Revision Date : September 1, 2021

Submission Date : September 6, 2021

Utilized by:

Consultation Hours:

Upon Recommendation by the Committee:

| | | |
|--|---|--|
|  HUBERT G. QUINONES, Ph.D., DM-HRM |  RONALD M. RAMIREZ, Ph.D. |  MANOLITO D. VILLARIN, Ph.D. |
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|-------------|---------------------|---------------|
| Main Campus | Daanbantayan Campus | Barili Campus |
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APPROVED:



WILSON M. SAYABOC, Ph.D.

University Director for Instructional Delivery, Monitoring and Evaluation Program
Cluster Facilitator