

HOSPITALITY & TOURISM



HOTEL (1ST & 2ND SEMESTER)

eDynamic Learning provides teachers with a comprehensive digital curriculum that includes lessons, reflective discussions, activities, assessments, podcasts, and more. Lessons incorporate engaging narratives, videos, slideshows, diagrams, and flashcards. They also include a built-in support toolbar which provides a variety of literacy tools and enables text to be translated into dozens of languages for English Language Learners. Teachers also receive a Pacing Guide, answer keys, a gradebook and the ability to customize the course to include teacher or district-authored lessons, activities, assessments and Knowledge Matters simulations!



In the **Hospitality & Tourism** courses students will learn about large and small hotels and their day-to-day operations. They'll discover trends, technology, financials, laws and regulations, and how to examine the competition. They'll explore a variety of jobs available, how to develop job descriptions and business plans, and learn what it takes to be a manager in the hotel or restaurant industry.

UNIT TOPICS (1ST SEMESTER)

- + Knowing the Business
- + Understanding Service
- + Hotel and Lodging Operations
- + Restaurant Operations
- + Technology in the Industry
- + Industry Trends

UNIT TOPICS (2ND SEMESTER)

- + Management Skills
- + Hiring, Managing and Retaining Talent
- + Diving into the Details
- + Marketing Madness
- + Restaurant Operations
- + Marketing the Restaurant

KNOWLEDGE MATTERS HOTEL

Knowledge Matters simulations allow students to experience real business scenarios and can continually refine their results to optimize outcomes and increase profitability. They offer an interactive, risk-free, game-based environment where students can see the impact of their choices immediately.



Virtual Business—Hotel, our most realistic simulation yet, empowers students to take over the management of a full-service hotel. Developed with the support of the J. Willard and Alice S. Marriott Foundation, the online simulation draws on industry experts to model the inner workings of a hotel. Students learn the hourly and daily business decisions that go into running a high-end, successful hotel.

LESSONS INCLUDE:

- + Pricing & Revenue Management
- + Group Sales
- + Marketing & Public Relations
- + Customer Service: Front Desk
- + Customer Service:
 - Social Media Feedback
- + Operations: Restaurant & Culinary
- + Operations: Banquets & Meetings
- + Operations: Housekeeping
- + Financial Reports
- + Monitoring Competitors
- + Hotel Mogul
- + Extra Credit: Mega Hotel Mogul

Better
Together!



**Knowledge
Matters**
Virtual Experience Learning



eDynamic Learning
CAREER & ELECTIVE COURSES



VIRTUAL BUSINESS HIGH SCHOOL

eDynamic Learning's comprehensive curriculum allows you to enhance and customize it to incorporate your favorite tools and applications. Learn how Knowledge Matters Virtual Business simulations complement the course to give your students an interactive, risk-free, game-based environment to test new concepts and learn business principles.

MEET THE SIMULATIONS

Entrepreneurship

From the elevator pitch, to securing financing, to operating a profitable business, this sim teaches all the keys to successful entrepreneurship.



Restaurant

Starting your own restaurant is a common dream. Here students do it in the safety of a virtual world while learning general business concepts.



Personal Finance

Live out ten financial lifetimes in an hour! From banking, to credit, to investment - this is the #1 personal finance curriculum in the U.S.



Accounting

From debits and credits to forensic accounting, the subject comes to life when students learn through a business they run.



Fashion

Developed with the Fashion Institute of Design & Merchandising this sim covers trend spotting, to design, to mark-ups and mark-downs!



Sports & Entertainment

Your students will learn business and marketing in a context that is sure to attract them to class - the exciting world of sports and entertainment.



Retailing

In focused lessons, students control pricing, staffing, products and more. In the capstone project, they run the whole show.



Hotel

Developed with the support of the J. Willard and Alice S. Marriott Foundation, this sim gives students a realistic look at the inside workings of the global hospitality business.



Management

Students will manage a manufacturing plant. They'll recruit employees, supervise them, and even fire them if needed.



Better Together!



Knowledge Matters
Virtual Experience Learning



eDynamic Learning
CAREER & ELECTIVE COURSES