

**GEORGE MASON UNIVERSITY**  
**School of Recreation, Health, and Tourism**

**Tour 230 – Introduction to Hospitality Management (001)**

**Spring 2014**

DAY/TIME:	Mon 7:20 – 10:00 p.m.	LOCATION:	<b>Music Theater Building 1006, Fairfax Campus</b>
PROFESSOR:	<b>Dr. Naehyun (Paul) Jin</b>	EMAIL ADDRESS:	<a href="mailto:njin@gmu.edu">njin@gmu.edu</a>
OFFICE LOCATION:	Bull Run Hall 202, PW Campus	PHONE NUMBER:	703-993-7785
OFFICE HOURS:	M 10:30 a.m. – 12:00 p.m. (in the RAC building, R 2199)	FAX NUMBER:	703-993-2025

**PREREQUISITES/COREQUISITES**

None

**COURSE DESCRIPTION:**

This course is an introduction to hospitality management, including an overview of management in the hospitality and professional opportunities. The concepts and practices of hospitality management are examined and discussed. The scope and forms of hospitality organizations are reviewed, as well as trends within these organizations.

**COURSE OBJECTIVES:**

1. understand a basic knowledge of the hospitality industry;
2. identify segments of the hospitality industry and their similarities and differences;
3. understand management's role within the hospitality industry;
4. learn professions within the hospitality industry; and
5. develop interest in the hospitality industry

**COURSE OVERVIEW:**

Instructional techniques include lectures, readings, class activities, homework assignments, a semester project, and midterm and final examinations.

**NATURE OF COURSE DELIVERY:**

Teaching and learning will be done using the combination of the traditional face-to-face instruction formats, a field trip, and hands-on group and individual projects. Students are required to spend time studying individually, but are encouraged to work collaboratively with other students on assignments, projects and other learning activities.

**REQUIRED READINGS:**

Walker, John R. (2012) *Introduction to Hospitality Management (4th ed.)*. Prentice Hall.  
ISBN: 978-0-13-295994-0

**CLASS ATTENDANCE AND PARTICIPATION:**

Attendance will be taken at the beginning of each class meeting. It is your responsibility to sign the class attendance sheet, even if you are late to class. My record of attendance is official and final.

I will take attendance for all class meetings, not including exam dates or other dates noted on the schedule.

Arrivals 15 min after the beginning of the class and early departures (15 and more min. before the class end) will be considered a half absence.

I will give you one freebie (no questions asked). This one excused absence CANNOT be used on the following days: exams, quizzes, your presentations (including others' group project presentations), and hotel visit. After that, **10 points of the 50 points for attendance and participation will be lost for each day missed. Each missing class will result in 10 points off of your total grade points after your loss of all 50 points of your attendance and participation grade. Also be advised that beyond any specific grading point penalties for unexcused absence or habitual tardiness, the instructor may issue "F" grade if, after written warning, the student's absence or tardiness continues at a level of that constitutes "non-participation".**

The only acceptable reasons for missing class are the same as those of the exam (so, use freebies wisely). **Students missing class due to severe illness and family emergency should contact the instructor ahead of time and provide him with verification document.** No points can be made up for an absence.

Participation in this class is strongly required as this will contribute to the content quality of the class as well as your intellectual benefit from it. Please prepare for class by reading the assigned material as well as the cases. Also, many of you are working in service firms. Please share your experiences with the class. Your grade for class will be based on my judgment of the consistency with which you participate constructively and show leadership in class discussion and activity. Please note that class discussion includes interacting with your classmates.

### CELL PHONES AND LAPTOPS:

Cell phones must be turned off or silenced during class. Unless required due to documented disability, laptop computers may NOT be used or turned on during class meetings. The use of communication and entertainment devices such as iPads, iPods, and similar devices is also prohibited.

### EVALUATION:

The course will be graded on a percentage system, with a total of 100 possible percentage points.

Grade	Total Score (Percentage)	Grade	Percentage
A+	485-500 (97.0-100%)	C+	385-399 (77.0-79.9%)
A	470-484 (94.0-96.9%)	C	370-384 (74.0-76.9%)
A-	450-469 (90.0-93.9%)	C-	350-369 (70.0-73.9%)
B+	435-449 (87.0-89.9%)	D	300-349 (60.0-69.9%)
B	420-434 (84.0-86.9%)	F	Below 300 (Below 60%)
B-	400-419 (80.0-83.9%)		

### COURSE REQUIREMENTS:

Activity	Point	Percentage
Attendance & Participation	50	10%
Two Exams (100 points each)	200	40%
One Group Project (Industry News)	100	20%
Moment of Truth Experience Report	50	10%
One Individual Assignment	50	10%
Five In-Class Quizzes	50	10%
<b>Total</b>	<b>500</b>	<b>100%</b>

**The instructor reserves the right to change this syllabus in order to improve the quality of the overall learning experience. Changes may include scheduled activities, classroom policies, and future grading criteria, and will be communicated to all students in a revised syllabus document.**

**TENTATIVE COURSE SCHEDULE:**

WEEK	DATE	TOPIC	READING DUE
1	January 27	Introduction – Syllabus Review; Team Selection	
2	February 3	Hospitality Industry Overview Tourism Industry Overview	1 & 9
3	February 10	Guest speaker – Marc Fournier (Mason Inn) Lodging – The Hotel Business	2 & Quiz 1 Industry News & Discussion
4	February 17	Guest speaker – Daniel Johnson (Homewood Suites) Lodging – Rooms Division Operations	3 Industry News & Discussion
5	February 24	Lodging – Food and Beverage <b>Exam Review</b>	4 & Quiz 2 Industry News & Discussion
6	March 3	<b>Mid-Term Exam</b>	
7	March 10	<b>Spring Break</b>	
8	March 17	Cost control in hospitality industry	Extra topic Industry News & Discussion
9	March 24	Restaurant Industry – The Restaurant Business <b>Mid-point oral presentation</b>	6 & Quiz 3
10	March 31	Guest speaker – Mohammed Elfiky (Olive Garden) Restaurant Industry – Restaurant operation	7 Industry News & Discussion
11	April 7	Gaming Entertainment Industry Meeting/Convention	11 & 12 Industry News & Discussion
12	April 14	Hospitality (Service Marketing) <b>Moment of truth presentation</b>	8 & Extra Topic Quiz 4
13	April 21	Menu engineering Consumer Behavior & Psychology	Extra Topic & Quiz 5 Industry News & Discussion
14	April 28	<b>Group Project Presentation</b> <b>Course Wrap-up &amp; Final Exam Review</b>	
15	May 12	<b>Final Exam (7:30 p.m. – 10:15 p.m.)</b>	

**Course Material:**

Here is a brief list of some Internet resources you may find useful for your individual assignment and group project:

- Hotel World Network (HMM): [www.hotelworldnetwork.com](http://www.hotelworldnetwork.com)
- Hotel Business: [www.hotelbusiness.com](http://www.hotelbusiness.com)
- Hospitality Publications: [www.ahlei.org/content.aspx?id=21632](http://www.ahlei.org/content.aspx?id=21632)
- Hospitality Net: [www.hospitalitynet.org/news/index](http://www.hospitalitynet.org/news/index)
- Smith Travel Research: [www.strglobal.com](http://www.strglobal.com)
- PriceWaterhouseCoopers: [www.pwc.com/gx/en/hospitality-leisure/index.jhtml](http://www.pwc.com/gx/en/hospitality-leisure/index.jhtml)
- National Restaurant Association: [www.restaurant.org](http://www.restaurant.org)
- Meetings and Conventions: [www.meetings-conventions.com/](http://www.meetings-conventions.com/)
- American Gaming Association: [www.americangaming.org/industry-resources/](http://www.americangaming.org/industry-resources/)

### *Student Expectations*

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honor-code/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.

### *Campus Resources*

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu/>].

**PROFESSIONAL BEHAVIOR:** Students are expected to exhibit professional behaviors and dispositions at all times.

**CORE VALUES COMMITMENT:** The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

