

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 230_ DL1 - Introduction to Hospitality Management (3)
Fall 2015

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|--------------|-------------------------------|---------------|--|
| DAY/TIME | Aug. 31, 2015 ~ Dec. 21, 2015 | LOCATION | Online |
| PROFESSOR: | Dr. Seungwon “Shawn” Lee | EMAIL: | slz@gmu.edu |
| | | PHONE NUMBER: | 703-993-9915 |
| Office hours | Via e-mail or by appointment | FAX NUMBER: | 703-993-2025 |

PREREQUISITES: None

COURSE DESCRIPTION

This course is an introduction to hospitality management, including an overview of management in the hospitality industry 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:

On completion of this course, students should be able to:

- 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.

NATURE OF COURSE DELIVERY

Asynchronous online training

Strongly suggested method of communication is the “send-email” function in Black board (Go to *Contact the Instructor*; or Go to *Tools*, then choose *Messages*, and send me a message that way.)

REQUIRED TEXT:

Walker, J. R. (2012). *Introduction to hospitality (6th Ed.)*. Pearson Prentice Hall.

Besides the text, I will be using some supplemental readings throughout the semester. The supplemental readings will help you focus on the latest information in this constantly evolving field.

OVERVIEW:

Welcome to TOUR 230 - Introduction to Hospitality Management! This is a 12-week online course, which will be conducted exclusively through Blackboard (BB). You will have 100% on-line delivery of the class material and examinations through Blackboard (BB). Students are required to spend time studying individually, but are also encouraged to work collaboratively with other students on assignments, projects and other learning activities. Working online requires dedication and organization. Students must check their GMU email and BB announcement messages on a daily basis and communicate any questions or problems that might arise promptly.

In our online learning community, we must be respectful of one another. Please be aware that innocent remarks can be easily misconstrued. Sarcasm and humor can be easily taken out of context. When communicating, please be positive and diplomatic. I encourage you to learn more about Netiquette.

The course is taught in weekly increments (Week 1 through Week 12), **starting on Mondays and ending at 11:59pm on Fridays.**

To get started, please review the *Getting Started Link* on the Course Welcome Page in BB. In that section, you will find a copy of the Syllabus, Student Resources, and a Course Orientation Quiz, which you must take as a tutorial. **You are required to visit all these areas and read them in detail.**

In the *Syllabus and Documents* section on BB, you will find a 'Read me Second' document, which will give you information about what it takes to succeed in an online environment including. Furthermore, please scan the rest of the Syllabus to help you understand the assignments and grading guidelines. Finally, please review the Course Schedule and input assignment due dates into your personal organizer to help you plan your work for the semester.

The technology requirements:

Hardware:

You will need access to a Windows or Macintosh computer with at least 2 GB of RAM and to a fast, reliable broad band Internet connection (e.g., cable, DSL). For optimum visibility of course material, the recommended computer monitor and laptop screen size is 13-inches or larger. You will need computer speakers or headphones to listen to recorded content. A headset microphone is recommended for live audio sessions using course tools like Blackboard Collaborate. For the amount of computer hard disk space required to take an online course, consider and allow for the space needed to: 1) install the required and recommended software and, 2) save your course assignments.

For hardware and software purchases, visit [Patriot Computers](#).

Software:

Web browser (See [Blackboard Support](#) for supported web browsers)

Blackboard Courses (Log into <http://mymason.gmu.edu>, select the Courses Tab)

Blackboard Collaborate (Select Tools from the Blackboard Course Menu, then select "Blackboard Collaborate")

Adobe Acrobat Reader ([free download](#))

Flash Player ([free download](#))

Windows Media Player ([free download](#))

Note: If you are using an employer-provided computer or corporate office for class attendance, please verify with your systems administrators that you will be able to install the necessary applications and that system or corporate firewalls do not block access to any sites or media types.

EVALUATION:

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

| Item | Brief Description and Due Date | Point | % |
|--|---|-------|--------|
| Attendance and Participation | Attendance is the same as Discussion Forum Participation. Please see Discussion Forum (DF) Participation Grading Rubric for detailed rules (Total of 4 discussion forum and 15 point each). <i>All postings are due by Friday 11:59pm of an assigned week.</i> | 60 | 15% |
| Mini Tests | 4 Multiple Choice Tests (15 point each) | 60 | 15% |
| Final exam | Online multiple choice exam. The test will be available from December 7 (Mon till December 11 (Fri), 2015 11:59 p.m | 80 | 20% |
| Group Project - Discussion Board Facilitation | Please see DB Facilitation Group Project details below. | 75 | 18.75% |
| Individual Research Paper | Due by December 4 (Fri), 2015 11:59 p.m. Please see details below. | 125 | 31.25% |

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| TOTAL: | | 400 | 100% |

Note: Faculty reserves the right to change the requirements for these assignments. Assignment types, due dates, and workload are non-negotiable.

ASSIGNMENT DESCRIPTION AND GRADING RUBRICS:

Participation (15%):

Participation in this class constitutes 15% of the grade and is strongly required as this will contribute to the content quality of the class as well as to your intellectual benefit from it. In addition, participation in the DB Forums is the only way to register attendance in the course.

Multiple-choice tests (MCT) (15%):

Multiple Choice Tests are 15% of the grade (4 total tests and each test is 15 point). They will cover only text-book material *on the chapter of the day*. The number of questions for each MCT will be 15 questions. *These tests will be timed and must be completed in one sitting*. Missing a test leads to “ZERO” point for this MCT and will **NOT** be compensated with another chance to receive a grade unless it is due to a personal illness or family emergency that must be documented by a physician’s note.

Group Project – DB Facilitation (18.75%):

You will need to sign up to work with a team of students on CREATING AND FACILITATING the discussion forums during one of the available course sessions. Please see the open *Team Sign-up* discussion forum (which will be available on the week 2) in *Discussions* on BB, where you can find the available Chapter/Week choices and where you can express your interests in working with a team on a given topic. **After that, please self-assign to the group of your choice in *Groups* under *Tools*.**

Part of this assignment for your Team will be the creation of a Discussion Forum named **Clipping**. It will feature: selecting an article related to the reading assigned for the week; presenting the exact academic reference and the weblink (if any) for this article; sharing your personal impressions from that article; posting a question for the class based on the article’s content; and facilitating a class discussion on the question responses or general impressions from the article. The article should be from an academic journal of your choice (you may see a list of possible journals under the Articles tab on the BB Syllabus or below the course calendar in the word version of the syllabus). Another part of the assignment is to read the book Chapter assigned for the week and decide on creating at least two other discussion forums with questions based on the chapter content. **Teams, please submit to me all discussion forums by Friday**

night on the week preceding the week of your facilitation. I will post the forums in BB after review. There is a **Group Project Rubric** posted in *Grading Rubrics* in *Documents* on BB.

Individual Research Paper (31.25%):

A minimum of 15 pages double-spaced text (references and appendix including graphs, tables, pictures are additional to the above requirement and should not total more than another 5 pages) in APA academic style. Detailed guide of this research project can be found in the “document” folder This research Paper is due by **11:59 pm December 4 (Friday), 2015** No extension will be provided and each day of delay will cost 10% of the grade.

GRADING SCALE:

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| A+ = 97-100 | B+ = 87 – 89 | C+ = 77 – 79 | D = 60 – 69 |
| A = 94 – 96 | B = 84 – 86 | C = 74 – 76 | F = 0 – 59 |
| A- = 90 – 93 | B- = 80 – 83 | C- = 70 – 73 | |

TENTATIVE COURSE SCHEDULE:

| W E E K | DATES | TOPIC & <u>ACTIVITY</u> | DUE ITEMS |
|----------------------------|--------------------------------|--|---|
| 1 | 8/31 (Mon) – 9/4 (Fri.) | Introducing Hospitality | Discussion Forum Participation #1: Video self-introduction: (Due by 9/4 11:59pm) Chapter 1 |
| 2 | 9/7 (Mon)- 9/11 (Fri) | -The Hotel Business - <u>Team selection</u> - <u>Report topic selection</u> | Chapter 2 Multiple choice test #1 |
| 3 | 9/14 (Mon) – 9/18 (Fri) | -Room Division Operations | Chapter 3 Team 1 Facilitation Week |

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| 4 | 9/21 (Mon) – 10/2 (Fri) | Food and Beverage Operations | Chapter 4 Multiple choice test #2 Discussion forum participation #2 (Due by 10/2 11:59pm) |
| 5 | 10/5 (Mon) – 10/9 (Fri) | The Restaurant Business | Chapter 6 Team 2 Facilitation Week |
| 6 | 10/12 (Mon)- 10/16 (Fri) | Restaurant Operations | Chapter 7 Team 3 Facilitation Week |
| 7 | 10/19 (Mon) – 10/23 (Fri) | Rec, Attraction and Clubs | Chapter 10 Multiple choice test #3 Team 4 Facilitation Week |
| 8 | 10/26 (Mon) – 10/30 (Fri) | Gaming Entertainment | Chapter 11 Discussion forum participation #3 (Due by 10/30 11:59pm) Team 5 Facilitation Week |
| 9 | 11/2 (Mon) – 11/6 (Fri) | Meetings, Conventions, and Expositions | Chapter 12 Team 6 Facilitation Week |
| 10 | 11/9 (Mon) – 11/13 (Fri) | Special Events | Chapter 13 Discussion forum participation #4 (Due by 11/13 11:59pm) |

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| 11 | 11/16 (Mon)- 11/23 (Fri) | Special topic: Hospitality Technology | Supplement reading and video clips to be shared Multiple choice test #4 Team 7 Facilitation Week |
| 12 | 11/23 (Mon) – 11/30 (Fri) | Thanks Giving recession week | |
| 13 | 11/30 (Mon) – 12/4 (Fri) | Career in the Hospitality Industry | Individual Research Paper Due 12/4 (Fri) 11:59 pm 12/7 (Mon) till 12/11 (Fri) 11:59 pm |
| 14 | 12/7 (Mon) – 12/11 (Fri) | Final Exam | |
| 15 | 12/15 (Mon) | | |

Note: Faculty reserves the right to alter the schedule as necessary. Due dates are considered until midnight of the specified date. All written assignments should be submitted electronically. Each day of delay in submission will bring 10% grade penalty.

Academic Integrity

Students must be responsible for their own work, and students and faculty must take on the responsibility of dealing explicitly with violations. The tenet must be a foundation of our university culture. [See <http://academicintegrity.gmu.edu/distance>].

Honor Code

Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode>].

MasonLive/Email (GMU Email)

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. [See <https://thanatos.gmu.edu/masonlive/login>].

Patriot Pass

Once you sign up for your Patriot Pass, your passwords will be synchronized, and you will use your Patriot Pass username and password to log in to the following systems: Blackboard, University Libraries, MasonLive, myMason, Patriot Web, Virtual Computing Lab, and WEMS. [See <https://thanatos.gmu.edu/passwordchange/index.jsp>].

University Policies

Students must follow the university policies. [See <http://universitypolicy.gmu.edu>].

Responsible Use of Computing

Students must follow the university policy for Responsible Use of Computing. [See <http://universitypolicy.gmu.edu/1301gen.html>].

University Calendar

Students must follow the university policies. [See <http://catalog.gmu.edu>].

Students with Disabilities

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 are expected to follow courteous Internet etiquette.

STUDENT SERVICES:**University Libraries**

University Libraries provides resources for distance students. [See <http://library.gmu.edu/distance>].

Writing Center

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>]. You can now sign up for an Online Writing Lab (OWL) session just like you sign up for a face-to-face session in the Writing Center, which means YOU set the date and time of the appointment! Learn more about the [Online Writing Lab \(OWL\)](#) (found under Online Tutoring).

Counseling and Psychological Services

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>].

Family Educational Rights and Privacy Act (FERPA)

The Family Educational Rights and Privacy Act of 1974 (FERPA), also known as the "Buckley Amendment," is a federal law that gives protection to student educational records and provides students with certain rights. [See <http://registrar.gmu.edu/privacy>].

