

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism

TOUR 230\_ A01 - Introduction to Hospitality Management (3)  
Summer 2016

DAY/TIME	May 16, 2016 ~ June 18, 2016	LOCATION	Online
PROFESSOR:	Dr. Seungwon "Shawn" Lee	EMAIL:	<a href="mailto:slz@gmu.edu">slz@gmu.edu</a>
		PHONE NUMBER:	703-993-9915
Office hours	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

**REQUIRED method of communication** is the "send-email" function in Black board (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 **5 weeks 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 5), **starting on Mon days 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	%
<b>Participation</b>	Participation will be checked with Discussion Board (DB) participation. Total of 4 discussion board forums and 15 point each: dates are listed in the course schedule	60	15%
<b>Mini Exams</b>	4 Multiple Choice Tests (15 point each): check a course schedule for exam dates	60	15%
<b>Final exam</b>	Online multiple choice exam. The test will be available <b>from June 15 (Wed) till 11:59pm on June 17 (Fri)</b>	100	25%
<b>Group Project - Discussion Board Facilitation</b>	2 members per each group and lead a Discussion Board (DB) facilitation	80	20%
<b>Individual Research Paper</b>	Due by <b>11:59 pm on June 15 (Wednesday)</b> .	100	25%
<b>TOTAL:</b>		<b>400</b>	<b>100</b>

*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 Discussion Board (DB) Forums is the only way to register attendance in the course.

Each week, there will be a discussion board forum (the first week by Dr. Lee and week 2 ~week 5 by a student group). You will be only evaluated for 4 DB participations (as you are facilitating your own discussion board (DB) forum for one week).

### **Mini exams (15%):**

Multiple Choice Tests (MCTs) are 15 % of the grade (4 total tests and each test is 15 point). They will cover only text-book material *on the chapters of the week*. The number of questions for each MCT will be 15 questions. ***These test 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.

### **Final exam (25%):**

Final exam is a multiple choice test and it covers all chapters in the syllabus. Questions on the final exam include the questions from mini exams and new questions.

### **Group Project (Discussion Board Facilitation): 20%**

You will need to sign up to work with a team of students on CREATING AND FACILITATING the discussion forums for a designated week.

Due to a shortened summer semester schedule I randomly assigned team members as following:

- Team 1: Gronde, Brandy & Eyre, Jane
- Team 2: Chu, Fang-Chieh & Larpisal, Pitchya
- Team 3: Dilanian, Arda & Gardner, Cassandra
- Team 4: Hodge, Carolyn & Stevens, Alexis

Please see the open **Team** chapter /week **Sign-up** discussion forum in **Discussions** on Bb, where you can find the available Chapter/Week choices and post your choice: ***First-come, First – served policy*** but ***a group does week 2 will get 5 point bonus*** for being a pioneer.

Part of this assignment for your Team will be the creation of a Discussion Forum (DF). DF will feature:

- 1) Selecting an article related to the chapters assigned for the week; presenting the exact reference and the weblink (if any) for this article; sharing your personal impressions from that article; posting 1 questions 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 a professional industry association's website or industry trade journals (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).
- 2) Another part of the assignment is to read the book chapters assigned for the week and create 2 questions based on the chapter contents.

**Questions due: Please submit all discussion forum questions to me ([slz@gmu.edu](mailto:slz@gmu.edu)) by Friday 11:59pm on the week preceding the week of your facilitation** (for example, a team 1 who leads first DF (5/23 ~5/27) should send questions by 5/20 (Fri) Noon). I will post the DF questions in Bb after review.

**Grading rule:** There is a **Group Project Rubric** posted in [Grading Rubrics](#) in "Course documents" folder on Bb.

### **Individual Research Paper (25%):**

A minimum of 10 pages double-spaced text (references and appendix including graphs, tables, pictures are excluded from the above requirement) in APA academic style. Detailed grading rule of this research project can be found in the "document" folder. This research Paper is due by **11:59pm of June 15, 2016** No extension will be provided and each day of delay will cost 10% of the grade.

### **GRADING SCALE:**

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	May 16 (Mon) – May 20 (Fri.)	<b>Introducing Hospitality</b>  - <u>Team topic/week selection (Discussion board)</u>	<b>Chapter 1</b>  Reading article for <b>Discussion Board forum participation #1</b>
		<b>The Hotel Business</b>  - <u>Report individual report topic selection (discussion board)</u>	<b>Chapter 2</b>  <b>Multiple choice test #1 (ch. 1 &amp; 2): open May 19 (Thursday) till *May 22 (Sunday) 11:59pm</b>  *Only for the week 1
2	May 23 (Mon) – May 27 (Fri)	<b>Room Division Operations</b>	<b>Chapter 3</b>  <b>Group Facilitation #1 (discussion forum participation #2)</b>
		<b>Food and Beverage Operations</b>	<b>Chapter 4</b>  <b>Multiple choice test #2: (ch. 3 &amp; 4): open May 26 (Thursday) till May 27 (Friday) 11:59 pm</b>
3	May 30 (Mon) – June 3 (Fri)	<b>The Restaurant Business</b>	<b>Chapter 6</b>  <b>Group Facilitation #2 (discussion forum participation #3)</b>
		<b>Restaurant Operations</b>	<b>Chapter 7</b>  <b>Multiple choice test #3: (ch. 6 &amp; 7): open June 2 (Thursday) till June 3 (Friday) 11:59 pm</b>

4	June 6 (Mon) – June 10 (Fri)	Meetings, Conventions, and Expositions	Chapter 12 Group Facilitation #3 (discussion forum participation #4)
		Special Events	Chapter 13 Multiple choice test #4: (ch. 12 & 13): open June 9 (Thursday) till June 10 (Friday) 11:59 pm
5	June 13 (Mon) – June 17 (Fri)	Gaming Entertainment	Chapter 11 Group Facilitation #4 (discussion forum participation #5)
		Final Exam:  will open from June 15 (Wed) till June 17 (Fri) 11:59 pm	Individual Research Paper Due: June 15 (Wednesday) 11:59 pm

*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>].

