

**George Mason University**  
**College of Education and Human Development**  
**Tourism and Events Management**

TOUR 230 A01 – Introduction to Hospitality Management  
3 Credits, Summer 2017  
Online

**Faculty**

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**Prerequisites:** None

**University Catalog 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 Overview**

Instructional techniques include directed reading assignments, peer leader blog assignment, a comprehensive final project, a midterm and a final examination.

**Course Delivery Method**

This course will be delivered online (76% or more) using [select either a synchronous or an asynchronous] format via Blackboard Learning Management system (LMS) housed in the MyMason portal. You will log in to the Blackboard (Bb) course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available on Monday, May 22, 2017

Under no circumstances, may candidates/students participate in online class sessions (either by phone or Internet) while operating motor vehicles. Further, as expected in a face-to-face class meeting, such online participation requires undivided attention to course content and communication.

**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.)

## Technical Requirements

To participate in this course, students will need to satisfy the following technical requirements:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox is required (note: Opera and Safari are not compatible with Blackboard).
- Students must maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course.
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of course requirements.
- The following software plug-ins for PCs and Macs, respectively, are available for free download: [Add or delete options, as desire.]
  - Adobe Acrobat Reader: <https://get.adobe.com/reader/>
  - Windows Media Player: <https://windows.microsoft.com/en-us/windows/downloads/windows-media-player/>
  - Apple Quick Time Player: [www.apple.com/quicktime/download/](http://www.apple.com/quicktime/download/)

## Expectations

- Course Week: Because asynchronous courses do not have a “fixed” meeting day, our week will start on Monday, and finish on Saturday.
- Log-in Frequency: Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least 3 times per week.
- Participation: Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- Technical Competence: Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.
- Technical Issues: Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.

- **Workload:** Please be aware that this course is not self-paced. Students are expected to meet specific deadlines and due dates listed in the Class Schedule section of this syllabus. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- **Instructor Support:** Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. Those unable to come to a Mason campus can meet with the instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.
- **Netiquette:** The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so as others do not consider them as personal offenses. Be positive in your approach with others and diplomatic in selecting your words. Remember that you are not competing with classmates, but sharing information and learning from others. All faculty are similarly expected to be respectful in all communications.
- **Accommodations:** Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

### **Learner Outcomes or Objectives**

This course is designed to enable students to do the following:

- 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.

### **Required Texts**

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.

## Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard).

## Assignments and/or Examinations

### 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 Mondays and ending on Saturdays**.

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.

## Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard).

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 21 (Wed till 11:59pm on June 23 (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 21 (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 swill 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.

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 Wednesday 11:59pm on the week preceding the week of your facilitation** (for example, a team 1 who leads first DF (5/29 ~6/3) should send questions by 5/24 (Wed.) 11:59 pm). 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 21, 2017** 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	

### **Professional Dispositions**

Students are expected to exhibit professional behaviors and dispositions at all times.

### **Class Schedule**

<b>WEEK</b>	<b>DATES</b>	<b>TOPIC &amp; <u>ACTIVITY</u></b>	<b>DUE ITEMS</b>
<b>1</b>	<b>May 22 (Mon) – May 26 (Fri.)</b>	<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 25 (Thursday) till May 26 (Friday) 11:59pm</b>
<b>2</b>	<b>May 30 (Tue) – *June 3 (Sat.)</b> <b>* only week 2 due to the Memorial day holiday</b>	<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 June 1 (Thursday) till June 2 (Friday) 11:59 pm</b>
<b>3</b>	<b>June 5 (Mon) – June 9 (Fri.)</b>	<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 8 (Thursday) till June 9 (Friday) 11:59 pm</b>
<b>4</b>	<b>June 12 (Mon) – June 16 (Fri.)</b>	<b>Meetings, Conventions, and Expositions</b>	<b>Chapter 12</b> <b>Group Facilitation #3 (discussion forum participation #4)</b>
		<b>Special Events</b>	<b>Chapter 13</b> <b>Multiple choice test #4: (ch. 12 &amp; 13): open June 15 (Thursday) till June 16 (Friday) 11:59 pm</b>
<b>5</b>	<b>June 19 (Mon) – June 23 (Fri.)</b>	<b>Gaming Entertainment</b>	<b>Chapter 11</b> <b>Group Facilitation #4 (discussion forum participation #5)</b>
		<b>Final Exam:</b>  will open from <b>June 15 (Wed) till June 17 (Fri) 11:59 pm</b>	<b>Individual Research Paper Due: June 15 (Wednesday) 11:59 pm</b>

*Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.*



### *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: <http://cehd.gmu.edu/values/>.*

### *GMU Policies and Resources for Students*

#### *Policies*

- *Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).*
- *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 Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).*
- *Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.*

#### *Campus Resources*

- *Support for submission of assignments to Tk20 should be directed to [tk20help@gmu.edu](mailto:tk20help@gmu.edu) or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.gmu.edu/>.*
- *The Writing Center 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/>).*
- *The 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 Student Support & Advocacy Center staff helps students develop and maintain healthy lifestyles through confidential one-on-one support as well as through interactive programs and resources. Some of the topics they address are healthy relationships, stress management, nutrition, sexual assault, drug and alcohol use, and sexual health (see <http://ssac.gmu.edu/>). Students in need of these services may contact the office by phone at 703-993-3686. Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to <http://ssac.gmu.edu/make-a-referral/>.*

*For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/>.*