INTRODUCTION TO THE HOSPITALITY INDUSTRY

I. Course Description:
Overview of the vast scope of the hospitality industry, historical perspective, analysis of the industry as a profession, professional opportunities and future outlook.

The hospitality administration program at Stephen F. Austin is poised to attract students, to enhance university visibility and to prepare students to compete in the 21st century. Specific objectives of the Hospitality Administration major are to:

- Deliver an academic program that attracts non-traditional students as well as traditional students seeking an education at Stephen F. Austin.
- Prepare individuals for entry-level employment in the vast hospitality industry.
- Meet needs of students desiring an academic area that prepares for multiple types of employment, flexible scheduling, and mobility.
- Provide industry with well-prepared, qualified personnel.

II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):
The mission of the College of Education is to prepare competent, successful, caring and enthusiastic professionals dedicated to responsible service, leadership, and continued professional and intellectual development. The goals of this course support the goals of the COE by:

- Preparing leaders in the Texas hospitality field. As one of the largest industries in Texas, the hospitality industry needs competent and skilled leaders. Students will become familiar with the Texas hospitality industry in this course as it serves as a foundation for future courses within the Hospitality Administration major.
- Provide a variety of teaching venues incorporating the latest technologies to a range of diverse student interests, backgrounds, and aspirations. During this course each student will be exposed to a wide variety of guest speakers in the hospitality field. I will strive to help each student understand their role in the hospitality industry, regardless of major or career goals.
- Collaborate with external partners to enhance students’ knowledge, skills, and dispositions, and to influence the ongoing exchange of ideas for mutual benefit. Outside resources will be employed to enhance the curriculum of this course through the use of guest speakers, video and world wide web.
- Engage in outreach services. Each student will have an opportunity to contribute to the hospitality field through optional extra credit outreach projects.
- Conduct research to advance knowledge and to contribute to the common good. The final paper/presentation should be the student’s original work. Students will be encouraged to choose topics that are relevant to their own interests and relate to current trends in the field of hospitality.

Professional Organization Standards related to this course include: https://www.ahlei.org, cmaa.org, clubcorp.com
Program Learning Outcomes:
1. The student will display the professional dispositions (academic excellence, life-long learning, collaboration, openness, integrity, and service) relative to the field of Human Sciences.
2. The student will exhibit the professional behavior (strong communication skills, a professional image, a good work ethic and adequate preparation for employment in his/her specific discipline) expected in the field of Human Sciences.
3. The student will demonstrate competence in his/her specific discipline using oral and written forms.
4. The student will calculate, interpret and understand key ratios, financial statements and budgets, related to the hospitality industry.

Student Learning Outcomes:
To develop a basic knowledge of the hospitality industry including: historical, current and future perspectives; an analysis of the industry as a profession; and career opportunities. In this course the students will be provided a learning opportunity to:

☺ Trace and explain the growth and development of the hospitality industry.
☺ Identify the industry leaders in hospitality.
☺ Recognize associations and organizations in the hospitality industry.
☺ Describe the functions of human resource management and leadership development as related to the hospitality industry.
☺ Develop an understanding and identify the various career opportunities available in hospitality.
☺ Explore and discuss all operational aspects of the following areas of the hospitality industry: travel and tourism, restaurant, hotel, club management, meetings and conventions, cruise lines, and gaming and casinos.

III. Course Assignments, Activities, and Instructional Strategies, use of Technology:
Method of Instruction: Lectures, interactive class discussions and activities, visual media (power point, internet, etc.) group and individual assignments. Submitted assignments must be typed and include rubric when applicable. Assignment submission instructions will be given in class and within D2L. Points will be deducted not following instructions and late assignments. Use of Technology includes D2L (myCourses), internet readings, assignments, and word processing. Course content will be delivered via class lectures, discussions, presentations, and assigned readings. Assignment instructions will be delivered in class; instructions and rubrics will be posted on the homepage. Neglecting to check the homepage is not a valid excuse for missing an assignment due date. Students should check their grade points at least once a week. Any discrepancies in points must be resolved within one week after assignment grades have been posted otherwise the posted grade points are considered final and will not be reviewed at a later date. Completing an assignment does not automatically merit a grade of A. Average work will receive a grade of C. To receive a grade of B or A, student must go above and beyond basic requirements of the assignment.

IV. Evaluation and Assessments (Grading):

Assignments – 205 points
Chapter Quizzes 120 points
Syllabus Quiz 10 points
Exams – 400 points
Attendance – 50 points
Volunteer/Service Learning Hours – 50 points

Through the semester you will have a syllabus quiz, class assignments, and class discussions. NO LATE WORK will be accepted. There are no makeups for missed in class and/or outside of class assignments. It is your responsibility to keep up with readings.

Assignments/Discussions include: (Total 205 points)
1. Professional Organization – 30 points – Individual assignment  
   Identify professional organizations with student sections specific to your major
2. SWOT Analysis – 40 points – Individual assignment  
   A self-analysis utilizing the SWOT model; includes end of semester reflection.
3. Restaurant Concept – 40 points – Team assignment  
   Work as a team to develop and present an original restaurant concept.
4. In-class Discussion Chapter 9 Tourism – 15 points  
   Classification of tourism.
5. Career and Business in Hospitality Assignment- 50 points – Team Assignment  
   Work as a team to develop and present hospitality related business and job requirements.
6. Global Presentation – 30 points  
   Brief individual presentation of a unique business in the hospitality industry

Assignment format – submitted through Dropbox, 12 pt font, Times Roman font using APA format, following instructions and rubric posted with each assignment.

**Service Learning Component (must complete 6 hours) – 50 points**
In order to prepare competent professionals for a global society the faculty of the hospitality program has implemented a service learning component across multiple courses. Students are required to sign up for APPROVED events outside of class time to fulfill this component. Hours will be documented by both the student and the approved site supervisor. Failure to complete a total of six hours of service learning will result in no points awarded. This is an “all or nothing” assignment.

Additional information will be given in class for specific event times and dates. This service learning opportunity will expose students to the important cross-cutting themes within the Body of Knowledge of Human Sciences. These themes include: communication skills, critical thinking, diversity, global perspectives, professionalism, independence and community development.

**Quiz (10 pts)**
Syllabus Quiz - online quiz over contents within the course syllabus.

**ONLINE Chapter Quiz Schedule**
Quizzes are online, 10 questions worth 10 points per quiz (120 pts)

<table>
<thead>
<tr>
<th>Chapter Quiz Schedule</th>
<th>Open</th>
<th>Close</th>
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<tbody>
<tr>
<td>Chapter 1 Introducing Hospitality</td>
<td>Jan 25 11:00 am</td>
<td>Feb 17 10:00 am</td>
</tr>
<tr>
<td>Chapter 2 The Hotel Business</td>
<td>Feb 3 11:00 am</td>
<td>Feb 17 10:00 am</td>
</tr>
<tr>
<td>Chapter 3 Rooms Division Operations</td>
<td>Feb 8 11:00 am</td>
<td>Feb 17 10:00 am</td>
</tr>
<tr>
<td>Chapter 4 Food and Beverage Operations</td>
<td>Feb 12 11:00 am</td>
<td>Feb 17 10:00 am</td>
</tr>
<tr>
<td>Chapter 6 The Restaurant Business</td>
<td>Feb 19 11:00 am</td>
<td>March 4 10:00 am</td>
</tr>
<tr>
<td>Chapter 7 Restaurant Operations</td>
<td>Feb 24 11:00 am</td>
<td>March 4 10:00 am</td>
</tr>
<tr>
<td>Chapter 8 Managed Services</td>
<td>Feb 29 11:00 am</td>
<td>March 4 10:00 am</td>
</tr>
<tr>
<td>Chapter 9 Tourism</td>
<td>March 21 11:00 am</td>
<td>April 6 10:00 am</td>
</tr>
<tr>
<td>Chapter 10 Recreation, Attractions, and Clubs</td>
<td>March 30 11:00 am</td>
<td>April 6 10:00 am</td>
</tr>
<tr>
<td>Chapter 12 Meetings, Conventions, and Expositions</td>
<td>April 1 11:00 am</td>
<td>April 6 10:00 am</td>
</tr>
<tr>
<td>Chapter 13 Special Events</td>
<td>April 22 11:00 am</td>
<td>May 6 10:00 am</td>
</tr>
<tr>
<td>Chapter 14 Leadership and Management</td>
<td>April 27 11:00 am</td>
<td>May 6 10:00 am</td>
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Exams (4 @ 100 points each)
The Chapter Exams will be held in the **INFO LAB 1** located on the 1st floor of the library next to the circulation desk. The Exams will be offered both face-to-face and online. The tests **must** be taken in the INFO LAB 1 located in the Steen Library.
The exams will cover the material in your textbook as well as information that have been presented in lecture and guest speakers. They are designed to gauge your progress toward mastering the assigned material. There are NO MAKEUP EXAMS. Please make note of exam dates on the course calendar.

Exam 1 Chapters 1 – 4  
Exam 2 Chapters 6 – 8  
Exam 3 Chapter 9, 10, 12  
Exam 4 Chapter 13, 14

**Grading Criteria**

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<thead>
<tr>
<th></th>
<th>Points</th>
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<tbody>
<tr>
<td>Exams</td>
<td>400 points</td>
</tr>
<tr>
<td>Chapter/Syllabus Quizzes</td>
<td>130 points</td>
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<tr>
<td>Assignments</td>
<td>205 points</td>
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<tr>
<td>Attendance</td>
<td>50 points</td>
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<tr>
<td>Service Learning</td>
<td>50 points</td>
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<tr>
<td><strong>Total Points</strong></td>
<td>835 points</td>
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<tr>
<th>Grade (%)</th>
<th>Range</th>
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<tbody>
<tr>
<td>A (91%)</td>
<td>835 – 760</td>
</tr>
<tr>
<td>B (81%)</td>
<td>759 – 676</td>
</tr>
<tr>
<td>C (71%)</td>
<td>675 – 593</td>
</tr>
<tr>
<td>D (61%)</td>
<td>592 – 509</td>
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<tr>
<td>F</td>
<td>508 - below</td>
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</tbody>
</table>

**V. Tentative Course Outline/Calendar:**  
(This syllabus is subject to change. All changes will be announced in class and it is your responsibility to note them).

<table>
<thead>
<tr>
<th>Date</th>
<th>Monday</th>
<th>Wednesday</th>
<th>Friday</th>
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</thead>
<tbody>
<tr>
<td>January 20 - 22</td>
<td>MLK DAY</td>
<td>Introductions, Course expectations, Syllabus, Important Dates</td>
<td>Assignments, APA format for Assignments; review assignment policies and expectations, Chapter quizzes, Exams, Dr. Runnels</td>
</tr>
<tr>
<td>January 25 – 27 – 29</td>
<td>Ch. 1 Introducing Hospitality</td>
<td>Chapter 1 cont. Review Mission Statements</td>
<td>Discuss Professional Membership Assignment and SWOT Assignment</td>
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<td></td>
<td><strong>DUE:</strong> Syllabus Quiz Online (10 pts)</td>
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<tr>
<td>February 1 – 3 – 5</td>
<td><strong>Guest Speaker:</strong> John Flemming</td>
<td>Ch. 2 The Hotel Business</td>
<td>Ch. 2 cont.</td>
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<td><strong>DUE:</strong> Personal SWOT Analysis (20 pts)</td>
</tr>
<tr>
<td>February 8 – 10 – 12</td>
<td>Ch. 3 Rooms Division Operations</td>
<td>Ch 3 cont.</td>
<td>Chapter 4 Food and Beverage Operations</td>
</tr>
<tr>
<td></td>
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<td></td>
<td><strong>DUE:</strong> Professional Membership Assignment (30 pts)</td>
</tr>
<tr>
<td>February 15 – 17 – 19</td>
<td>Chapter 4 cont. Test Review</td>
<td><strong>EXAM I – Chapters 1 – 4 (100 pts)</strong></td>
<td>Chapter 6 The Restaurant Business</td>
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<td><strong>Info Lab 1 - Library</strong></td>
</tr>
<tr>
<td>Feb /March 29 – 2 – 4</td>
<td>Chapter 8 Managed Services</td>
<td>Test Review Restaurant Concept explained</td>
<td><strong>EXAM II - Chapters 6 – 8 (100 pts)</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Info Lab 1 - Library</strong></td>
</tr>
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**VI. Readings (Required and recommended—including texts, websites, articles, etc.):**


**LiveText Statement:**
This course collects assessments for students who are Perkins College of Education majors (undergraduate, graduate, and doctoral) or majors in other colleges seeking educator certification through the Perkins College of Education, using the LiveText data management system. Students who do not have an existing LiveText account will receive an access code via your SFA Titan email within the first week of class. You will be required to register your LiveText account, and you will be notified how to register your account. If you forward your SFA e-mail to another account and do not receive an e-mail concerning LiveText registration, please be sure to check your junk mail folder and your spam filter for these e-mails. If you have questions about LiveText, call ext. 1267 or e-mail SFALiveText@sfasu.edu.

**VII. Course Evaluations:**
Include a statement about the importance of course evaluations, the process, and if the instructor allows, outline how the students will be rewarded for completing the survey, i.e. extra points.

Here is a sample statement that may be used: “Near the conclusion of each semester, students in the College of Education electronically evaluate courses taken within the COE. Evaluation data is used for a variety of important purposes including: 1. Course and program improvement, planning, and accreditation; 2. Instruction evaluation purposes; and 3. Making decisions on faculty tenure, promotion, pay, and retention. As you evaluate this course, please be thoughtful, thorough, and
accurate in completing the evaluation. Please know that the COE faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!

In the College of Education, the course evaluation process has been simplified and is completed electronically through MySFA. Although the instructor will be able to view the names of students who complete the survey, all ratings and comments are confidential and anonymous, and will not be available to the instructor until after final grades are posted.

VIII. Student Ethics and Other Policy Information:

Class Attendance and Excused Absence: Policy 6.7
Regular, punctual attendance, documented participation, and, if indicated in the syllabus, submission of completed assignments are expected at all classes, laboratories, and other activities for which the student is registered. Based on university policy, failure of students to adhere to these requirements shall influence the course grade, financial assistance, and/or enrollment status. The instructor shall maintain an accurate record of each student’s attendance and participation as well as note this information in required reports and in determining final grades. Students may be excused from attendance for reasons such as health, family emergencies, or student participation in approved university-sponsored events. However, students are responsible for notifying their instructors in advance, when possible, for excusable absences.

Attendance:
Learning is reciprocal; your participation in the class is essential to the instructional process and will be a factor in the determination of your final grade. Regular and punctual attendance at all scheduled classes is expected. Attendance is critical to the course and will be taken during class; it is the student’s responsibility to personally sign the roll sheet every class period. Do not sign the attendance sheet for another student nor ask someone else to sign in for you.

Attendance is worth 50 points of your total grade. You are allowed 1 (one) “unexcused” absence for the semester. This absence covers any type of need such as illness, weddings, car problems, family emergencies, and personal travel, etc. (excludes planned absences for SFA extracurricular functions – documentation is required). For an absence to be considered “excused”, the instructor must receive documentation from the Office of Student Rights & Responsibilities. If additional absences are incurred without official documentation from the Office of Student Rights & Responsibilities, 5 points will be deducted from your attendance points total for each day you are not in attendance. If you exhaust your 50 points from unexcused absences, and continue to miss class, you will continue to lose points from your total points accrued in the class. In class activities cannot be made up.

Tardiness will result in point deductions. Students are encouraged to be punctual out of courtesy for others, but also to ensure that they will not miss important announcements or be late for class discussion, activities, or tests.

Assignments are due at the beginning of class. Late work will not be accepted. Should illness or other circumstances occur which prevents class attendance; the instructor must receive documentation from the Office of Student Rights & Responsibilities. Three days will be allowed for missed work; make-up work will not be accepted after that date. Absolutely no work will be accepted during dead week (prior to final exams).

Any student having a planned absence for an SFA university function must notify the instructor in writing prior to the absence. It is the responsibility of the student to make arrangements for missed assignments before the absence occurs.
Class participation:
Class participation promotes a valuable learning environment and is therefore encouraged and expected. Participation includes asking questions (for clarification and better understanding), discussing current or controversial issues related to course content, exploring ideas or concepts, problem solving, and other exchanges of ideas. It is the student’s responsibility to read the material assigned in the class schedule prior to the class period to be able to participate effectively in class discussions and/or activities.

Students with Disabilities: Policy 6.1 and 6.6
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Academic Accommodation for Students with Disabilities: Policy 6.1 and 6.6
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Academic Dishonesty: Policy 4.1
Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:
- using or attempting to use unauthorized materials on any class assignment or exam;
- falsifying or inventing of any information, including citations, on an assignment; and/or;
- helping or attempting to help another in an act of cheating or plagiarism.

Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to:
- submitting an assignment as one’s own work when it is at least partly the work of another person;
- submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or,
- incorporating the words or ideas of an author into one’s paper or presentation without giving the author credit.

Penalties for Academic Dishonesty
Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university

Student Appeals
A student who wishes to appeal decisions related to academic dishonesty should follow procedures outlined in Academic Appeals by Students (6.3).

Withheld Grades: Policy 5.5
At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy [i.e. Active Military Service (6.14)]. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

**Student Code of Conduct: Policy 10.4**

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare: Early Alert Program at SFA. Information regarding the iCare program is found at [https://www.sfasu.edu/judicial/earlyalert.asp](https://www.sfasu.edu/judicial/earlyalert.asp) or call the office at 936-468-2703.

**Additional Information:**

To complete Certification/Licensing Requirements in Texas related to public education and other professional settings, you will be required to:

1. Undergo criminal background checks for field or clinical experiences on public school campuses; the public school campuses are responsible for the criminal background check; YOU are responsible for completing the information form requesting the criminal background check. If you have a history of criminal activity, you may not be allowed to complete field or clinical experiences on public school campuses. At that point, you may want to reconsider your major while at SFASU.

2. Provide one of the following primary ID documents: passport, drivers license, state or providence ID cards, a national ID card, or military ID card to take the TExES exams (additional information available at [www.texas.ets.org/registrationBulletin/](http://www.texas.ets.org/registrationBulletin/)). YOU must provide legal documentation to be allowed to take these mandated examinations that are related to certification/licensing requirements in Texas. If you do not have legal documentation, you may want to reconsider your major while at SFASU.

3. Successfully complete state mandated a fingerprint background check. If you have a history of criminal activity, you may want to reconsider your major while at SFASU.

   **For further information concerning this matter, contact Katie Snyder 936-468-1740 or snyderke1@sfasu.edu.**

**IX. Other Relevant Course Information:**

- Please arrive on time for class and stay the entire class period. Do not pack up belongings before the conclusion of class. Read assigned chapters and readings BEFORE coming to class. Be prepared to participate and fully engage in class discussion. Eating, drinking, and use of tobacco products are prohibited in all classrooms and instructional laboratories unless these are part of the instructional process. Please turn off AND put away all cell phones, pagers, beepers, ipods, PDAs, radios, cd-players, etc. It is your responsibility to be prepared for class.
• Read chapters *BEFORE* class to enhance participation and contribute to the learning environment.