

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR-230
Spring 2013

DAY/TIME:	M 7:20 – 10:00 p.m.	LOCATION:	TBD
PROFESSOR:	Mr. Frank R. Kuhns	EMAIL ADDRESS:	fkuhns@gmu.edu
OFFICE LOCATION:	Sheraton Premiere Tysons Corner	PHONE NUMBER:	703.610.8208
OFFICE HOURS:	M-W-F 4:00 – 5:00pm F 4:00 – 5:00pm	FAX NUMBER:	703.610.8295

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 from class and guest speakers
- 5) Develop interest in the hospitality industry.
- 6) Planning an actual event

NATURE OF COURSE DELIVERY:

Teaching and learning will be done using the combination of the traditional face-to-face instruction formats, web videos, field trip, and hands-on group and individual projects. Students are required to spend time studying individually, but are encouraged to work together.

STUDENT MAJOR RESPONSIBILITIES:

- a. Students are responsible for attending all classes, taking notes, and obtaining other materials provided by the instructor, taking tests, conducting a team presentation and completing assignments as scheduled by the instructor.
- b. Students are responsible for monitoring their grades and any changes of syllabus communicated by the instructor.
- c. Behaviors that disrupt other students' learning are not acceptable (e.g., arriving consistently late for class; cell phone use, reading non-course related materials, eating during class, or social conversation during class).

COURSE CONTENT

Class will be a combination of instructor lectures, interactive class discussions, and in-class activities. You will be required to complete assigned readings prior to class sessions during which those readings are examined. ***Assignments are due in class at the beginning of class of the specified due date, unless they are submitted to me via email by request.***

REQUIRED READINGS

Introduction to Hospitality: Sixth Edition by John R. Walker

CLASS ATTENDANCE AND PARTICIPATION:

Attendance will be taken at the end 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.

You will have two freebies (no questions asked). These two excused absences CANNOT be used on the following days: exam reviews and exams, quizzes, group project work sessions, your presentations (including others' group project presentations), and hotel site 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. If a student comes to a class more than 15 minutes late, s/he will be considered absent for that class. In the case that a student comes to a class less than 15 minutes late but shows a consistent pattern of being late (3 and more times), being late 3 times will equal one absence

COURSE REQUIREMENTS: Activity	Point	Percentage
Attendance & Participation	50	10%
Two Exams (100 points each)	200	40%
One Group Project	125	25%
One Individual Assignment	75	15%
Six In-class Quizzes (top 5 of 6) (10 points each)	50	10%
Total	500	100%
Bonus Project	10	

Participation in class discussion is very important. Please prepare for class by reading the assigned material as well as the cases. Also, if anyone has or is currently working in the Hospitality Industry I would ask that you share your experiences. **We will also have a weekly discussion on blackboard, it is required that you make a minimum of one contribution per week.** Your grade for class participation 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. When I am leading case discussions, please turn computers, phones, tables and any other electric devices that might be distracting or distract your classmates.

Grading Scale

[This section MUST be included and reflect the current GMU undergraduate or graduate +/- grading scale]

A = 94 – 100	B+ = 88 – 89	C+ = 78 – 79	D = 60 – 69
A- = 90 – 93	B = 84 – 87	C = 74 – 77	F = 0 – 59
	B- = 80 – 83	C- = 70 – 73	

TENTATIVE COURSE SCHEDULE

DATE			TOPIC	READINGS/ASSIGNMENT DUE
M	January	28	Introduction, Syllabus Review, Teams selection	
M	February	4	Intro to Hospitality & the Hotel Business	Chapters 1 and 2
M	February	11	Rooms Division & Food and Beverage Division	Chapters 3 and 4
M	February	18	Beverage, the Restaurant Business and Restaurant Operations (present first part of team project)	Chapters 5, 6 and 7
M	February	25	Tourism,; <i>Mid Term Exam Review</i>	Chapters 9
M	March	4	Follow up on Team Project and Mid Term Exam	
M	March	11	Spring Break	
M	March	18	Guest speaker: Mr. Stephane Vogel GM Hotel Palomar Conventions, Expositions and Special Events	Chapters 12 - 13
M	March	25	Team Project: update booking an event	
M	April	1	Recreations, Attractions, Clubs and Gaming	Chapters 10 - 11
M	April	8	Leadership and Management (looking inside Starwood's Corporate Culture)	Chapter 14
M	April	15	Tour at the SPTC: Hospitality Sales and Marketing (social media)	Tripadvisor (social media)
M	April	22	EVENT	
M	April	29	Individual Assignment Resume Writing, Behavioral Interviewing	Library and Internet Search
M	May	6	Last day of classes: <i>Final Review</i>	
M	May	13	Final	

Note: Faculty reserves the right to alter the schedule as necessary.

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- 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/1301gen.html>].
- 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.
- Students are expected to exhibit professional behaviors and dispositions at all times.

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>].

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.

