

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 230-001—Introduction to Hospitality Management (3)
Fall 2013

DAY/TIME:	MW 9:00 a.m. – 10:15 a.m.	LOCATION:	FX- Nguyen Engineering Building 1107
PROFESSOR:	Dr. Seungwon “Shawn” Lee	EMAIL ADDRESS:	slz@gmu.edu
OFFICE LOCATION:	PW-Bull Run #222	PHONE NUMBER:	703-993-9915
OFFICE HOURS:	T 1:00 p.m. ~2:15 p.m. W 11a.m. ~12:15 p.m. (FX- RAC #2109 on Wed.)	FAX NUMBER:	703-993-2025

PREREQUISITES/COREQUISITES

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 appreciate the fundamentals of the hospitality industry. In particular:

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.
5. Develop interest in the hospitality industry.

COURSE OVERVIEW

The hospitality industry is the largest and fastest growing industry in the world. The industry is a diverse group of businesses, including those focusing on the provision of travel services, lodging and accommodations, restaurants and food services, assembly and event management, and recreation. A critical challenge of hospitality management is to provide quality products and services that coordinate these various areas. This challenge is complicated by two factors: (1) the intangible nature of hospitality experience and satisfaction and (2) the inherent perishability of the hospitality product. This course examines hospitality management practices as affected by these factors. Industry professionals and opportunities are introduced to the student. The class will consist primarily of industry and university professionals giving students an overview of the industry. Book chapters will be discussed in class and the additional material that is chosen by the professor.

STUDENT RESPONSIBILITIES

The semester's schedule is primarily based on the contents of the textbook. However, most of the book will be left for the students to read. Classes will enhance the material presented in the book and provide an industry perspective from an industry professional, whenever possible

- a. To take advantage of this learning environment it is mandatory that you read the assigned textbook chapters before you come to class.

- b. Students are responsible for keeping track of changes in the course syllabus made by the instructor throughout the semester.
- c. Students must contact the instructor as soon as possible if they anticipate missing multiple classes due to events such as chronic illnesses, travel related to team sports, or other university activities. The instructor will determine the minimal attendance and participation required in order to meet course responsibilities.
- d. Behaviors that disrupt other students' learning are not acceptable (e.g., arriving consistently late for class; cell phone use, reading non-course related materials, or eating during class).

All handouts will be posted to Blackboard under "Course Documents." Announcements will be made on blackboard or by email.

Cell/smart phones and laptops policy

Cell phones must be turned off or silenced during class. Unless required due to documented disability, laptop computers are not allowed to use during class meetings. The use of communication and entertainment devices such as iPads, iPods, and similar devices is also prohibited

NATURE OF COURSE DELIVERY

Face-to-Face and virtual meetings

REQUIRED READINGS

None.

EVALUATION

		Point Value	Percent of Grade
Exams (2 @ 100 points each)		200	50%
Group project: Trends in the Hospitality Industry	<ul style="list-style-type: none"> ▪ Final report (75) ▪ Final oral presentation (35) ▪ Mid-point oral presentation (15) 	125	31.25%
Ad hoc assignments (5 @5points each)	In-class activity or as an assignment	25	6.25%
Class Attendance		50	12.5%
Total		400	100%

Students are expected to attend all class sections, actively participate in class discussions, complete in-class exercises and fulfill all requirements as scheduled.

Examinations

Examinations in class will include a midterm and final and they will be conducted on the scheduled date only.

Notes: *Make up examinations will be conducted ONLY if the instructor grants prior permission or student has a written doctor's note.

Group Project

A group of 4 students will select one area/sector (e.g. lodging industry, fast food industry, Casino industry) of hospitality industry and track news and trends throughout the semester.

Final report

The final report will include all findings and a forecast of the selected area. The details (length and format) will be further discussed in the class.

Mid-point oral presentation

Each group will be given 7 minutes to present their progress.

Final oral presentation

Each group will be given 15 minutes to present their final project. Detailed grading matrix will be given at the later of this semester.

Ad hoc assignments

Throughout the semester there will be five ad hoc assignments and only those who complete them by given due date will receive credit.

Attendance

Each absence that is not excused will reduce 10 points from the attendance score of 50. If a student misses more than 5 classes, additional 10 points per each additional absence will be deducted from the student's final total point of course without limit. Attendance check will be done at the beginning of class.

- Excuses to miss a class will be considered only when a family or health emergency occurs and only that is documented.
- Leaving class with special occasion should be notified to your instructor prior to the beginning of class that you will be leaving early. Only half of attendance credit will be given.

It will be the student's responsibility to sign in on attendance sheets for each class.

Be sure to let your instructors know, if you came in late so that you will not be counted as absent.

Grade scale (Percent of Total Point)

376 - 400 (94%-100%)	A
360- 375 (90%-93.9%)	A-
352 -359 (88%-89.9%)	B+
336- 351 (84%-87.9%)	B
320- 335 (80%-83.9%)	B-
312- 319 (78%-79.9%)	C+
296- 311 (74%-77.9%)	C
280 -295 (70%-73.9%)	C-
240- 279 (60%- 69.9%)	D
Below 240 (0 – 59.9%)	F

TENTATIVE COURSE SCHEDULE

The following schedule is **tentative**.

*Due to the nature of speakers' schedules, they may be deleted from the schedule or added as industry professionals come to campus.

Week	Date	Topic / Speaker
1	08/26	Welcome!!! Class orientation

	08/29	Travel/Tourism/Hospitality
2	09/2	NO CLASS (LABOR DAY)
	09/4	Team selection and Group project orientation
3	09/9	Intro Hospitality
	09/12	Hotel/ Lodging 1
4	09/16	Hotel/ Lodging 2
	09/18	Hotel/ Lodging 3
5	09/23	*On-site visit: Hotel
	09/25	Group project day #1, 9/21-23 IFEA Convention
6	09/30	Hotel/ Lodging 4
	10/2	Meeting/Convention/QUIZ #1
7	10/7	Special Event Industry
	10/9	Midterm Exam , 10/9-11 iMEX America
8	10/14	Hospitality Management Technology 10/14 (Mon) no class but meet on 10/15 (Tue)
	10/16	Mid-point oral presentation
9	10/21	Restaurants industry 1
	10/23	Restaurants industry 2 Guest Speaker: Great American Restaurant Group
10	10/28	Restaurants industry 3
	10/30	Gaming/Casino Industry Guest speaker: Las Vegas CVB
11	11/4	Amusement/Theme Parks
	11/6	Other Hospitality Industry
12	11/11	Group project date #2 , 11/10~11/13 International Hotel, Motel, Restaurant Show
	11/13	Hospitality Marketing
13	11/18	Human Resource Management
	11/20	e-Business in the Hospitality Industry
14	11/25	/Career building
	11/28	NO CLASS (THANKSGIVING DAY)
15	12/03	Final Oral presentation 2
	12/05	Final Oral presentation 1
16	12/16	Final Exam

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

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*Guest speaker is tentative per their schedule.

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honor-code/>].
- 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/policies/responsible-use-of-computing/>].
- 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.

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/>].

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

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.

