

George Mason University
College of Education and Human Development
Tourism and Events Management
TOUR 230.001 – Introduction to Hospitality Management
3 Credits, Spring 2017
T&R 9:00 – 10:15 A.M Robinson Hall A #106 - Fairfax Campus

Faculty

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Prerequisites

None

Course Description

This course is an introduction to hospitality management, including an overview of management in the hospitality 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 lectures, readings, class activities, homework assignments, a semester project, and midterm and final examinations.

Course Delivery Method

Teaching and learning will be done using the combination of the traditional face-to-face instruction formats, a field trip, and hands-on group and individual projects. Students are required to spend time studying individually, but are encouraged to work collaboratively with other students on assignments, projects and other learning activities.

Learner Outcomes or 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

Required Texts

Walker, John R. (2012) *Introduction to Hospitality Management (4th ed.)*. Prentice Hall.
ISBN: 978-0-13-295994-0

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

The course will be graded on a percentage system, with a total of 100 possible percentage points. Students are expected to submit all assignments on time in the manner outlined by the instructor

Grade	Total Score (Percentage)	Grade	Percentage
A+	485-500 (97.0-100%)	C+	385-399 (77.0-79.9%)
A	470-484 (94.0-96.9%)	C	370-384 (74.0-76.9%)
A-	450-469 (90.0-93.9%)	C-	350-369 (70.0-73.9%)
B+	435-449 (87.0-89.9%)	D	300-349 (60.0-69.9%)
B	420-434 (84.0-86.9%)	F	Below 300 (Below 60%)
B-	400-419 (80.0-83.9%)		

Course Requirements

Activity	Point	Percentage
Attendance & Participation	50	10%
Attitude	25	5%
Two Exams (100 points each)	200	40%
One Group Project (Industry News)	100	20%
Moment of Truth Experience Report	50	10%
One Individual Assignment	25	5%
Five In-Class Quizzes	50	10%
Total	500	100%

Grading rubrics are found at the course Blackboard (online).

The instructor reserves the right to change this syllabus in order to improve the quality of the overall learning experience. Changes may include scheduled activities, classroom policies, and future grading criteria, and will be communicated to all students in a revised syllabus document.

Attendance & Participation:

Attendance will be taken at the beginning 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. Arrivals 15 min after the beginning of the class and early departures (15 and more min. before the class end) will be considered a half absence. I will give you two freebies (no questions asked).

These two excused absences CANNOT be used on the following days:

exams, quizzes, group project work sessions, and your presentations (including others' group project presentations). 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.

Participation in this class is strongly requires as this will contribute to the content quality of the class as well as your intellectual benefit from it. Please prepare for class by reading the assigned material as well as the cases. Also, many of you are working in service firms. Please share your experiences with the class. Your grade for class 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.

Attitude:

Cell phones must be turned off or silenced during class. Unless required due to documented disability, laptop computers may NOT be used or turned on during class meetings. The use of communication and entertainment devices such as iPads, iPods, and similar devices is also prohibited. **Students receiving telephone calls or texting will get zero for attitude grade. Eating should not be allowed in the classroom.** It is a distraction to the teaching and learning process and results in a mess in the classroom. Students should be allowed to bring water bottles in the classroom though. **Violation of basic rules above will result in zero for attitude grade.**

Mid-Term and Final Exams:

Questions are constructed by the authors of the text book and will cover additional contents that were covered during classes. A study guide, featuring the exact questions and the material location (in the book or additional lectures, articles, cases, and presentations), shall be provided before the exam.

Group Project:

Detailed information will be provided during class. Each group will submit report of hospitality industry and make a 15- minute presentation describing their trends and forecasts followed by 5-minute Q &A.

Moment of Truth Experience Report:

- You have to choose one of three places: Hotel, Restaurant, and Major Event
- This on-site experience is done individually and require between one and four hours on site
- The visit will result in a written summary report of the experience for grade
- Detailed information and procedures will be provided

Individual Assignment (Industry News Presentation):

- A presenter will introduce a current event or interesting news related to the chapter of the day in tourism & event industry.
- The sources (Interview, Internet Information, Textbooks, Articles, Media, and so on) should be addressed in the reference part.
- Then the presenter will lead a discussion based on the question in the selected material.
- Introduce a discussion topic and generate discussion among audiences
- Summarize discussion and share your suggestions or thoughts with audiences
- The presentation should last about 5-10 minutes!

Quizzes:

The quizzes will be given at any time during class. The purpose of the quizzes is to check your preparation of class (if given at the beginning of class) and your understanding of class (if given at the end of class). The quizzes will be graded but the worst score will be dropped (will not be used in calculating your final quiz grade). There will be NO makeup quizzes.

Course Materials:

Here is a brief list of some Internet resources you may find useful for your individual assignment and group project:

- Hotel World Network (HMM): www.hotelworldnetwork.com
- Hotel Business: www.hotelbusiness.com
- Hospitality Publications: www.ahlei.org/content.aspx?id=21632
- Hospitality Net: www.hospitalitynet.org/news/index
- Smith Travel Research: www.strglobal.com
- PriceWaterhouseCoopers: www.pwc.com/gx/en/hospitality-leisure/index.jhtml
- National Restaurant Association: www.restaurant.org
- Meetings and Conventions: www.meetings-conventions.com/
- American Gaming Association: www.americangaming.org/industry-resources/

Professional Dispositions

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

Class Schedule

WEEK	DATE	TOPIC	READING
1	Jan. 24	Introduction – Syllabus Review, Team Selection	
	Jan. 26	Hospitality Industry Overview	Chapter 1
2	Jan. 31	Tourism Industry Overview	Chapter 9
	Feb. 2	Lodging – The Hotel Business	Chapter 2
3	Feb. 7	Lodging – Room Division Operations	Chapter 3
	Feb. 9	Lodging Industry	
4	Feb. 14	Lodging Industry – Food & Beverage and various topics	Chapter 4
	Feb. 16	Lodging Industry	
5	Feb. 21	Individual Project Presentation	
	Feb. 23	Mid-term Exam Review Session	
6	Feb. 28	Mid-term Exam	
	Mar. 2	Cost control in hospitality industry	
7	Mar. 7	Cost control in hospitality industry	
	Mar. 9	No class-Career Social (Mar 7)– Mandatory (Attendance check)	
8	Mar. 14	Spring Break	
	Mar. 16	Spring Break	
9	Mar. 21	Group Project Work Session – Interim Report (Presentation)	
	Mar. 23	Individual Project Presentation	
10	Mar. 28	Restaurant Industry – The Restaurant Business	Chapter 6
	Mar. 30	Restaurant Industry – Restaurant operation	Chapter 7
11	Apr. 4	Restaurant industry	
	Apr. 6	Menu Engineering	
12	Apr. 11	Individual Project Presentation	
	Apr. 13	Gaming Entertainment	Chapter 11
13	Apr. 18	Meeting and Convention	Chapter 12
	Apr. 20	Hospitality Service Marketing	Chapter 8
14	Apr. 25	Consumer Behavior & Psychology	
	Apr. 27	Group Project Work Session	
15	May. 2	Group Project Presentation 1	
	May. 4	Group Project Presentation 2 & Final Exam Review	
16	May. 11	Final Exam – Exam Time: 7:30 am – 10:15am	

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 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/>.