Prerequisites: Senior Standing Majoring in Hospitality Administration

I. Course Description:
Utilization of principles and components of the industry in effective administration. Coordination of resources in establishing policy, supervision and management, and decision making in the delivery of hospitality services.

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 hospitality and tourism field. As one of the largest industries in Texas, the hospitality industry needs competent and skilled leaders. The students will become familiar with the different aspects of the hospitality in the course.

- Provide a variety of teaching venues incorporating the latest technologies to a range of diverse student interests, backgrounds, and aspirations. Students will be exposed to online resources such NBC Learn, webinars and others that are relevant to the course.

- 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 utilized to enhance the curriculum of this course through the use of guest speakers.

- Engage in outreach services. Each student will have an opportunity to contribute to the hospitality field through service learning component activities. Activities can be events around town and/or university where students are to work three 2-hour shifts to fulfill the requirements.
• Conduct research to advance knowledge and to contribute to the common good. This will be done through case studies, research papers and business plan preparation.

**Hospitality Administration 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 demonstrate a positive service attitude.

5) The student will calculate, interpret and understand key ratios, financial statements and budgets, related to the hospitality industry.

**Student Learning Outcomes**

As a result of this course, students will be able to:

1) Develop strategies to plan a career in the hospitality industry;

2) Learn about problem-solving strategies in food outlets of lodging operations;

3) Learn the special aspects of beverage operations in lodging establishments, restaurants, bars, and coffeehouses.

4) Demonstrate the productivity standards for housekeeping workers and know the importance of adequate staffing of employees.

5) Determine how the analysis of a lodging property and its surrounding area is conducted.

6) Identify the lodging property’s business market segments and learn how the target market segments can be reached.

7) Learn the functions and importance of the engineering operations in a lodging property.

8) Review the concept of the control function in management.

9) Practice budgeting procedures for restaurants and lodging departments.

10) Explain the format and purpose of profit and loss (P&L) statements.
11) Work out a variance analysis exercise.

12) Describe physical inventories and inventory turnover.

13) Resolve a situational case of food cost reconciliation.

14) Explain the relationship between cost, profit, and sales to determine the company’s break-even point and the generation of a desired income.

15) Calculate financial ratios.

16) Understand the nature and purpose of strategic planning.

17) Review the need for a company code of ethics in hospitality operations.

18) Understand the ethical implications related to seven aspects of hospitality management, i.e.: benchmarking, leadership, accountability, commitment to excellence, integrity, honesty and fairness.

19) Practice the elements of the communication process.

20) Apply the concept of productivity in the workplace.

21) Exhibit leadership skills, abilities and knowledge.

22) Understand the hospitality implications of contract law.

23) Create their individual professional e-portfolio.

III. Course Assignments, Activities, Instructional Strategies, use of Technology:

Instructional Strategies:
This course is designed as senior seminar class because our students need to be primed for their immediate job entry into the industry; a workshop approach that follows topic discussions in class and encourages the resolution of applied cases through groupings of students of mixed ability. The operational situations and cases provided throughout the course illustrate real-life challenges and decisions that lower and mid-level managers face. The cases that the students worked in the class will be part of the professional e-Portfolio requirement. A research paper is also part of the assessment.

A midterm and final exam will be conducted and will cover the case presentations and the readings. Completion of an individual professional e-Portfolio is required. Copies of completed cases, exercises, assignments, etc. must be attached to the e-Portfolio. The e-Portfolio must be submitted in both LiveText and D2L to get the full credit. Students will be assigned to a team of 4. This project will necessitate a written business plan and a presentation. This face to face class will be web enhanced through the D2L learning management platform. It is also required in this course that students should participate in approved 6 hours service learning activities in the university and/or community. The list of these activities will be provided by the professor.
**Desire2Learn**
D2L will be used for the content of the course, to post grades, to post notes and assignments, and to make any announcements/notifications. Your success in this course will depend upon your ability to check D2L regularly for any updates and announcements.

IV. Evaluation and Assessments (Grading):

**Attendance (100 points)**
Attendance will be taken every class period. For every missed class period, a student will lose attendance points. There is no make-up for missed attendance points.

**Case Studies/In-Class Activities/Assignments (350 points)**
Throughout the semester, you will be given case studies/in-class activities/assignments to complete in class every week. The students will be assigned to a team and each team will lead the workshop on their assigned topic. All students will do class activities/exercises and submit their work after the class.

**Research Paper (100 points)**
Each student will be required to write a research paper in the APA format. The topic will be determined by the professor.

**e-Portfolio (200 points)**
Each student will create their individual e-Portfolio that will be submitted in LiveText. Dr. Causin created the HADM Professional Portfolio template in LiveText and the students will use this template for their portfolio. The categories in the portfolio follows the Elements of a Professional Portfolio developed by Dr. Causin. The students must include the resolution of all situations and cases worked on in class.

**Service Learning Component (50 points)**
In order to prepare competent professionals for a global society, the faculty of the hospitality program had 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 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.

**Exams (Midterm worth 100, Final worth 100 points)**
The midterm exam will consist of the resolution of quantitative cases covering materials presented in the class as well as information that have been assigned as readings. The final examination will consist of a take-home resolution of a case study. These exams are designed to gauge your progress toward mastering the assigned material. The exams are paper-based worth a total of 200 points. NO MAKEUP EXAMS WILL BE GIVEN.

**NOTE:**
Since this is a senior-level course, it is assumed that you are to write in the professional manner with correct grammar, sentence usage, and spelling. For every paper/project that you submit, points will be deducted for any violations.

Tutors are available for assistance through academic Assistance and Resource Center (AARC) located in the Steen Library.

**Netiquette:** All work, including emails, assignments, and discussion boards, must abide by “netiquette” rules. Professional and appropriate language, grammar, spelling, and syntax must be used in all communications. Be respectful to your classmates and professor. *Do not use “IM-style” writing at ANYTIME.* Grades will reflect your level of professionalism.

ALL e-mails must contain grammar, spelling, and sentence structure. No ALL CAPS, run-on sentences, texting-type or IM-type of writing will be accepted. Improper e-mails will be returned, unanswered. This is a university-level course and students must use professional emails in preparation for future management positions.

### Grading Requirements

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>100</td>
<td>10%</td>
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<tr>
<td>Cases/In-Class Activities/Assignments</td>
<td>350</td>
<td>35%</td>
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<tr>
<td>Exams – Midterm &amp; Final</td>
<td>200</td>
<td>20%</td>
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<tr>
<td>Individual e-Portfolio</td>
<td>200</td>
<td>20%</td>
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<tr>
<td>Research Paper</td>
<td>100</td>
<td>10%</td>
</tr>
<tr>
<td>Service Learning Component</td>
<td>50</td>
<td>5%</td>
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<tr>
<td><strong>TOTAL POINTS</strong></td>
<td><strong>1000</strong></td>
<td><strong>100%</strong></td>
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</table>

### Grade Distribution

- **A** = 901-1000 points
- **B** = 801-900 points
- **C** = 701-800 points
- **D** = 601-700 points
- **F** = Less than 601 points

There are enough assignment and exam points to GREATLY impact your grade. The grade you receive is the grade you will have earned. *This is a university course and will be graded as such.*
Guidelines for Evaluating Students in the Hospitality Administration Program

What is an “A” Student?

▪ Consistently goes above and beyond what is required in the experience
▪ Displays initiative
▪ Looks up information on own before asking questions of staff
▪ Contributes meaningfully to the faculty
▪ ACTS enthusiastic, even if he/she does not feel that way at the time
▪ Is open to criticism without getting defensive
▪ Does not like a “know it all”
▪ Displays maturity
▪ Is proactive – does not wait to be told to do everything; takes care of things before they become problems.
▪ Has good verbal and written communication skills
▪ Is willing to risk failure in order to learn something new
▪ Displays common sense
▪ Has strong “people skills”
▪ Is flexible
▪ Stays until the job is done – is NOT a “clock watcher”

Every student should not expect an “A”! It is the people who display the above characteristics, AS WELL AS HAVING SOUND TECHNICAL ABILITY AND THE THEORETICAL KNOWLEDGE who receives the “excellent” grade.

A grade of “B” or “C” should not be perceived as failure.

A grade of “B” means “good” and a grade of “C” means “average”. Not everyone is an “outstanding” student.

A grade of “D” or “F” is appropriate when a student does not perform, does not know basic information or display basic skills, or if a student has a “real” attitude problem.
V. Tentative Course Outline/Calendar: *Note: Changes in the course outline are possible with the discretion of the professor.*

Readings, lectures, and/or assignments of this class addresses the influence of diversity within the overall focus of this course. Example: Discussion on the different types of customer preferences on food, space, destinations, etc.

<table>
<thead>
<tr>
<th>MEETING DATES</th>
<th>TOPICS AND ASSIGNMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon, Aug 28</td>
<td>Course Information, Syllabus, Speed Meeting</td>
</tr>
<tr>
<td>Wed, Aug 30</td>
<td>Obtaining A Management Training Position (Read Chapter 1)</td>
</tr>
<tr>
<td>Fri, Sept 01</td>
<td>Obtaining A Management Training Position (Read Chapter 1) Resumé Assignment Due</td>
</tr>
<tr>
<td>Mon, Sept 04</td>
<td>Elements of a Professional Portfolio</td>
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<tr>
<td>Wed, Sept 06</td>
<td>Creating the Individual Portfolio in LiveText</td>
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<tr>
<td>Fri, Sept 08</td>
<td>Creating the Individual Portfolio in LiveText</td>
</tr>
<tr>
<td>Mon, Sept 11</td>
<td>Food Operations (Read Chapter 2)</td>
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<tr>
<td>Wed, Sept 13</td>
<td>Beverage Operations (Read Chapter 3)</td>
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<tr>
<td>Fri, Sept 15</td>
<td><strong>PCOE Data Day: No Class</strong></td>
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<tr>
<td>Mon, Sept 18</td>
<td>Housekeeping Operations (Read Chapter 4)</td>
</tr>
<tr>
<td>Wed, Sept 20</td>
<td>Housekeeping Operations Cases</td>
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<tr>
<td>Fri, Sept 22</td>
<td>Front Office Operations (Read Chapter 5)</td>
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<tr>
<td>Mon, Sept 25</td>
<td>Front Office Operation Cases</td>
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<tr>
<td>Wed, Sept 27</td>
<td>Marriott Campus Visit: Internship and Career Interviews Guest Speaker: Vanessa Cabrera (TBD)</td>
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<tr>
<td>Fri, Sept 29</td>
<td>Sales and Marketing Operations (Read Chapter 6)</td>
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<td>Mon, Oct 02</td>
<td>Sales and Marketing Operation Cases</td>
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<tr>
<td>Wed, Oct 04</td>
<td>Engineering Operations (Read Chapter 7)</td>
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<tr>
<td>Fri, Oct 06</td>
<td>Engineering Operations Cases</td>
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<tr>
<td>Mon, Oct 09</td>
<td>Controlling Hospitality Operations (Read Chapter 8)</td>
</tr>
<tr>
<td>Wed, Oct 11</td>
<td><strong>IMEX America Convention, Sands Expo, Las Vegas, NV</strong> Out-of-Class Assignment: e-Portfolio Activities in LiveText; Dr. Runnels covers</td>
</tr>
<tr>
<td>Fri, Oct 13</td>
<td><strong>IMEX America Convention, Sands Expo, Las Vegas, NV</strong> Out-of-Class Assignment: e-Portfolio Activities in LiveText; Dr. Runnels covers</td>
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<tr>
<td>Date</td>
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<tr>
<td>Mon, Oct 16</td>
<td>Hospitality Accounting (Read Chapter 9)</td>
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<tr>
<td>Wed, Oct 18</td>
<td>Midterm Exam</td>
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<td>Fri, Oct 20</td>
<td>e-Portfolio</td>
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<tr>
<td>Mon, Oct 23</td>
<td>Strategic Planning and Management (Read Chapter 10)</td>
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<tr>
<td>Wed, Oct 25</td>
<td>Strategic Planning and Management Cases</td>
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<tr>
<td>Fri, Oct 27</td>
<td>e-Portfolio</td>
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<tr>
<td>Mon, Oct 30</td>
<td>Ethics and Hospitality Management (Read Chapter 11)</td>
</tr>
<tr>
<td>Wed, Nov 01</td>
<td>Ethics and Hospitality Management Cases</td>
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<td>Fri, Nov 03</td>
<td>e-Portfolio</td>
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<tr>
<td>Mon, Nov 06</td>
<td>Hospitality Communication (Read Chapter 12)</td>
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<tr>
<td>Wed, Nov 08</td>
<td>Hospitality Communication Cases</td>
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<tr>
<td>Fri, Nov 10</td>
<td>e-Portfolio</td>
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<tr>
<td>Mon, Nov 13</td>
<td>Hospitality Educators’ Association of Texas (HEAT) Conference</td>
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<td>Embassy Suites Convention Center and Spa, Frisco, Texas</td>
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<td>Out-of-Class Assignment: Interview a Hotel Manager on Crisis Management</td>
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<tr>
<td>Wed, Nov. 15</td>
<td>Hospitality Organizational Behavior and Management (Read Chapter 13)</td>
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<tr>
<td>Fri, Nov 17</td>
<td>Hospitality Organizational Behavior and Management Case</td>
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<tr>
<td>Nov 20-24</td>
<td>THANKSGIVING HOLIDAY: NO CLASS</td>
</tr>
<tr>
<td>Mon, Nov 27</td>
<td>Hospitality Leadership (Read Chapter 14)</td>
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<tr>
<td>Wed, Nov 29</td>
<td>Hospitality Leadership Case</td>
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<tr>
<td>Fri, Dec 01</td>
<td>e-Portfolio</td>
</tr>
<tr>
<td>Mon, Dec 04</td>
<td>Hospitality Law (Read Chapter 15)</td>
</tr>
<tr>
<td>Wed, Dec 06</td>
<td>Legal Issues Case</td>
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<tr>
<td>Fri, Dec 08</td>
<td>Review of the e-Portfolio Research Paper Due</td>
</tr>
<tr>
<td>Mon, Dec 11</td>
<td>8:00 AM – 10:00 AM: FINAL EXAM</td>
</tr>
</tbody>
</table>

VI. Readings (Required and recommended—including texts, websites, articles, etc.):

**Textbook**
Hospitality Management: A Capstone Course; By: Matt A. Casado
LiveText Statement:
This course uses the LiveText data management system to collect critical 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. Students who do not have an existing LiveText account will receive an access code via the SFA email system within the first week of class. You will be required to register your LiveText account, and you will be notified how to do this via email. If you forward your SFA email 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 obtaining or registering your LiveText account, call ext. 1267 or e-mail SFALiveText@sfasu.edu. Once LiveText is activated, if you have technical questions, call ext. 7050 or e-mail livetext@sfasu.edu. Failure to activate the account and/or submit the required assignment(s) within the LiveText system may result in course failure.

VII. Course Evaluations:

“Near the conclusion of each semester, students in the Perkins College of Education electronically evaluate courses taken within the PCOE. 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 PCOE faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!”

In the Perkins 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: Found at http://www.sfasu.edu/policies/

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 (including the first 12 day attendance report) 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. Whether absences are excused or unexcused, a student is still responsible for all course content and assignments. Students with accepted excuses may be permitted to make up work for up to three weeks of absences during a semester or one week of a summer term, depending on the nature of the missed work. Make-up work must be completed as soon as possible after returning from an absence.

**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, 936-468-3004 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/](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. Faculty members must promote the components of academic integrity in their instruction, and course syllabi are required to provide information about penalties for cheating and plagiarism, as well as the appeal process.

**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;
- 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;
- 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. 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 policy 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 [http://www.sfasu.edu/judicial/earlyalert.asp](http://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, driver’s 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 Martin at 936-468-1740 or snyderke1@sfasu.edu.**

**IX. Other Relevant Course Information:**