I. Course Description:

This course provides an overview of the vast scope of the hospitality industry, historical perspective, and analysis of the industry as a profession, professional opportunities and future outlook.

The hospitality administration program at Stephen F. Austin State University 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 State University.
- 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.
- 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.

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:**

Construct a comprehensive business plan, which will include financial, guest service strategies, human resource, marketing, event planning and crisis response data.

- Assess the health of an organization through analysis of finance statements, guest satisfaction and other operational metrics.
- Integrate and apply concepts and theories in the hospitality industry to derive valid solutions to in-class case studies and scenario-based activities.
- Explain each of the four steps and conduct a SWOT analysis.
- Differentiate the primary selection, hiring, training and retention processes and formulate methods for applying the most effective procedures in class-based scenarios.
- Use demographic data to identify target markets and align strategy.
- Examine the impact of and determine appropriate application of technological advances and new trends in the hospitality industry.

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

**Instructional Strategies:**
This entire course will be conducted online using Desire2Learn, including course modules, posting of grades, posting of lecture notes, PowerPoint slides, assignments, and examination. All announcements will be made via Desire2Learn Announcements or emails to students. This syllabus is your main source for information about due dates, assignments, teaching modules, and textbook assignments.

**Desire2Learn**
D2L will be used to post grades, to post notes and assignments, and to make any announcements. Your success in this course will depend upon your ability to check D2L regularly for any updates and announcements.

**IV. Evaluation and Assessments (Grading):**

**Homework and Quizzes – to be completed with the Disney Human Resources Management Course**

**GRADING POLICY:**
Team Project ...............................................................20%
Mid Term Exam .............................................................20%
Final Exam .................................................................20%
Written Assignments .............................................10%
Attendance .......................................................................20%

**Disney Work (See assignments above) worth 75% of grade**
Student will successfully complete work at Disney with the Advanced Studies in Hospitality Course

All Disney Coursework transcripts and grades must be turned in to instructor prior to June 3, 2015

**Final Paper - worth 25% of grade**
Students will complete a paper detailing how the business plan developed in the course draws on work completed in HMS 102 and 202. The paper will be 5 pages in length and turned in no later than June 3, 2015.

**NOTE:** 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 correct 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.

### 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: (*Subject to change as deemed necessary by professor.)

<table>
<thead>
<tr>
<th>DATE</th>
<th>SUBJECT</th>
<th>ASSIGNMENT</th>
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<tbody>
<tr>
<td></td>
<td>See attached Disney Syllabus</td>
<td>All assignments MUST be submitted before 11:30 pm on Friday or earlier in the week</td>
</tr>
<tr>
<td>December 1, 2016</td>
<td>• Final Paper</td>
<td>Final Due to Dr. Runnels via D2L</td>
</tr>
<tr>
<td>December 10, 2016</td>
<td>• All Disney Coursework grades and transcript</td>
<td>Submitted to Dr. Runnels via D2L</td>
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VI. Readings (Required and recommended—including texts, websites, articles, etc.):

Required textbook: online articles and current journals

VII. Course Evaluations:

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:

Attendance
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.

Course Participation: It is your responsibility to keep up with assignments and online learning modules.

Communications: Chef Todd Barrios will make every attempt to answer emails messages in a timely manner (within 24 hours). Please do not expect professor to answer emails over the weekend or after hours. Email only through D2L.

Students with Disabilities: 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 Integrity:** It is the policy of Stephen F. Austin State University that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University. Academic integrity is a responsibility of all University faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

**Definition of Academic Dishonesty Policy 4.1**

**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).

Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

**Acceptable Student Behavior:** Classroom behavior (including online 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 Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

**Withheld Grades Semester 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 [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.texes.ets.org/registrationBulletin/](http://www.texes.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.**