Welcome to the course!

Hi there, Jacks! I am excited to be your instructor and can’t wait to get to know you. Throughout the semester, we will be talking about your goals, career plans, and strategies that will help you be successful. It is my hope that you will leave this course more confident and prepared for life-after-college. My official office hours are listed below, but I’m happy to schedule personal appointments by request. I believe that it’s important for us to talk outside of class so please connect with me before or after class, stop by during office hours, email me (or make a virtual appointment). Come visit me!

What is this course all about?

Catalog Description: HAMG 1321 is designed to provide students an overview of the vast scope of the hospitality industry, historical perspective, analysis of the industry as a profession, professional opportunities, and future outlook.

Course Justification: This 3-credit course provides 3 hours of face-to-face instruction and 6 hours out-of-class work per week for 15 weeks.

Study Hours & Service Learning: Out-of-class activities, include reading and preparing for class, completing assignments, participating in online discussions, conducting career assessments and industry research, and fulfilling your 6-hr service-learning component.

What we will study 1321!!

Major Content Areas:
• Travel & Tourism Partners & Services
• Lodging, Accommodations, Vacation Rentals
• Recreation, Attractions, & Entertainment
• Meetings, Conventions & Event Planning
• Food & Beverage: Services, Traditions, Culture
• Career Prep, Skills Development, EQ, Customer Service
• Thinking & Learning, Metacognition, Reflection, Recall
• Globalization, Technology, Sustainability, Shared Economy

What book & materials do I need?

Textbook: All textbooks and course materials for HAMG 1321 are FREE and accessible online. We will utilize selections from several open access (OA) textbooks and open educational resources (OER). Selected readings and resources will be posted in D2l.
Our Mission & Vision

What we believe!

Learn more: Perkins College of Education’s Vision, Mission, Goals & Values

HAMG’s course content and instructional strategies support the PCOE’s VMGV in preparing you to be a successful, caring, & enthusiastic professional who:

- Thinks critically
- Collaborates openly
- Embraces diversity
- Serves with Compassion
- Pursues professional and intellectual growth

Our Goals

What you can accomplish!

Hospitality Administration Program Learning Outcomes (PLOs)
Hospitality Skills & abilities we want you to gain in this program

1. Resource Development:
   - Identify appropriate technology use & sustainability practices in the industry.
2. Career Readiness:
   - Exhibit professional behaviors & preparation for employment within your focus.
3. Financial Metrics:
   - Calculate, interpret & demonstrate key ratios, financial statements & budgets.
4. Service Aptitude:
   - Demonstrate positive service aptitude through transformational experiences.

Our Expectations

What you will learn!

HAMG 1321 Student Learning Outcomes (SLOs)
Knowledge & skills we want you to gain in this course

- Trace/explain the growth & development of the hospitality industry.
- Recognize industry leaders, associations & organizations in hospitality.
- Understand & demonstrate essential skills for industry employment.
- Identify, explore & prepare for career opportunities in hospitality.
- Investigate/discuss all areas of hospitality & travel/tourism operations.

"Working in hospitality is not a job, but a lifestyle. Passion and genuine interests are crucial components for success in this industry."

DREW FRANSEN
Corporate Sales Director

HOSPITALITY is an industry to grow with.
What to expect from me?

In this classroom, you're not just a student; you're my priority. Expect respect, understanding, and the occasional nudge. I'll be your guide through challenges, your cheerleader in victories, and a believer in your potential, even on your off days. Remember, real growth often comes from the messy, unscripted moments. Textbooks don't have all the answers, and the most valuable lessons may not come with a grade. Let's ditch perfection and embrace the scrapes and lessons learned along the way.

What to expect from this course?

Instructional Strategies
Methods & activities to bring course concepts to life

- Interactive lectures encourage discussion and Q&A.
- Group projects let you collaborate and learn from peers.
- Individual work like research and reflection allows self-paced inquiry.
- Case studies bridge theory with real-world examples.
- Reading materials provide foundational knowledge.
- Hands-on practice builds tangible skills and insights.
- Class discussions broadening perspectives.
- Portfolios showcasing your learning.

What tools do I need?

Technology Needs
Tools for engaging content & completing assignments

You need a working computer with:
- MSWord or compatible word processor. Get FREE Software!
- Digital camera to record video submissions
- Internet access to D2l, mySFA, Google Drive/Docs (Gmail account, and may be required).

Tech Support?
Contact the wizzes at the Helpdesk, 936-468-4357 | helpdesk@sfasu.edu

Our Digital Classroom Brightspace D2l
Where our class comes together online.

In D2l, you’ll find everything you need:
- Readings, notes, materials - Learning resources.
- Assignments, rubrics - Details on projects.
- Videos, guides, tools - Skills support.
- Discussions - Connect with peers.

D2L is also how you will:
- Email me - Reach out anytime.
- Submit work and take tests.
- Get feedback to improve.
- Stay updated on news & deadlines.
Course Schedule & Student Responsibility

Over the course of the semester, the content in this syllabus. Notification of changes will be made through Zoom and/or D2L. Readings and Activities will be updated in D2L calendar, checklists, & D2L newsfeed. All changes will be announced in class and in D2L. **YOU are responsible for knowing and observing any ongoing changes to course content, expectations, deadlines, and requirements.**

### Topic

<table>
<thead>
<tr>
<th>#</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Intros, student ambassadors, employer needs, transferrable skills</td>
</tr>
<tr>
<td></td>
<td>Course/industry overview. Faculty, HADM Opportunities</td>
</tr>
<tr>
<td>2</td>
<td>Hospitality Overview, Service Learning, Problem Solving &amp; Improvisation</td>
</tr>
<tr>
<td></td>
<td>Hospitality, Customer Service, Key Skills</td>
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<tr>
<td>3</td>
<td>Hospitality &amp; Leadership Skills, Key Concepts</td>
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<tr>
<td></td>
<td>Lodging &amp; Accommodations, EQ, Reflection,</td>
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<tr>
<td>4</td>
<td>Lodging &amp; F&amp;B Operations Forecasting, Revenue Models</td>
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<tr>
<td>5</td>
<td>Meetings, Conventions, Destination Svc Event Planning &amp; Process</td>
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<tr>
<td></td>
<td>Guest Experiences, Travel Planning, Customer Journey</td>
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<tr>
<td>6</td>
<td>Types of Tourism, Recreation &amp; Attractions, Bleisure, Wellness</td>
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<tr>
<td></td>
<td>Marketing Travel Experiences, Cultural &amp; Heritage Tourism</td>
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<tr>
<td>7</td>
<td>F &amp; B, Culinary Traditions</td>
</tr>
<tr>
<td>8</td>
<td>Emerging trends, tech, sustainability &amp; student projects</td>
</tr>
<tr>
<td>9</td>
<td>Semester review &amp; Final Activities</td>
</tr>
<tr>
<td>10</td>
<td>Post-course Review due</td>
</tr>
</tbody>
</table>

Respect yourself. your classmates. me & my time.

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**How will my work be graded?**

**Evaluations & Assessments**

<table>
<thead>
<tr>
<th>Assessment Activity</th>
<th>Points</th>
<th>%</th>
<th>PLOs</th>
<th>SLOs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>280</td>
<td>26%</td>
<td>1, 2, 3, 4</td>
<td>1, 2, 3, 4</td>
</tr>
<tr>
<td>Weekly Activities (12)</td>
<td>240</td>
<td>22%</td>
<td>1, 2, 3, 4</td>
<td>1, 2, 3, 4, 5</td>
</tr>
<tr>
<td>Career Toolkit Activities</td>
<td>200</td>
<td>18%</td>
<td>1, 2, 4</td>
<td>3, 4, 5</td>
</tr>
<tr>
<td>Frizzles/Quizzes (4)</td>
<td>120</td>
<td>11%</td>
<td>1, 2, 3</td>
<td>1, 2, 3, 4, 5</td>
</tr>
<tr>
<td>Post-course Review</td>
<td>85</td>
<td>8%</td>
<td>1, 2, 3</td>
<td>1, 2, 3, 4, 5</td>
</tr>
<tr>
<td>Your Choice Activities (3)</td>
<td>75</td>
<td>7%</td>
<td>1, 2</td>
<td>1, 4, 5</td>
</tr>
<tr>
<td>Service Learning</td>
<td>50</td>
<td>5%</td>
<td>2, 4</td>
<td>2, 3, 4, 5</td>
</tr>
<tr>
<td>Service Aptitude Assessment</td>
<td>20</td>
<td>2%</td>
<td>2, 4</td>
<td>3</td>
</tr>
<tr>
<td>Pre-course Survey</td>
<td>20</td>
<td>2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1090</strong></td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Performance Criteria***

<table>
<thead>
<tr>
<th>Points</th>
<th>%</th>
<th>Grade</th>
<th>Status</th>
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</thead>
<tbody>
<tr>
<td>975.5-1090</td>
<td>89.5-100%</td>
<td>A</td>
<td>excellent</td>
</tr>
<tr>
<td>866.5-974</td>
<td>79.5-89%</td>
<td>B</td>
<td>good</td>
</tr>
<tr>
<td>757.5-865</td>
<td>69.5-79%</td>
<td>C</td>
<td>average</td>
</tr>
<tr>
<td>648.5-756</td>
<td>59.5-69%</td>
<td>D</td>
<td>passing</td>
</tr>
<tr>
<td>under-648.5</td>
<td>0-59.4%</td>
<td>F</td>
<td>Failure</td>
</tr>
</tbody>
</table>

*grades are rounded to the nearest whole number. (.5+ round-up)

**Grading/Return Policy:**

Concerned about your grade? Don’t hesitate to contact me. I can easily clarify most situations, in minutes.  
- Exams: 24-48hr turn-around;  
- Attendance: See D2L Calendar  
- Weekly Activities: 1-week after submission.  
- Major Assignments: 2-weeks after submission.  

*If you do not have a grade after 2-weeks contact me.*
What types of assignments will we do?

**Attendance and Participation** – 280pts total
- 10pt a day, Taken Daily.
- 3 Freebies – no points deducted
- Excused absences will receive 10pts
- See excused absence request for info

**10+ Weekly Activities: 10-20pts each, 220pts total**
For each content you will be provided a selection of activities to choose from. Discussions and private reflections are a great way to explore your knowledge on specific topics.

**Open Note Exams 4x, 30pts each, 120pts total**
- Open-note quizzes administered in-class or in D2l.

**Pre-course Survey 20pts (completion grade)**
At the beginning of the course you will take a blind survey over the course content – before reading or attending class. This is a completion grade. Incorrect answers are noted, but do not count against your score.

**Post-course Review 50pts**
- Open-note review of course content administered in D2l.
- Taken at your own pace, and on your own time.
- Multiple choice with a sprinkling of true-or-false.

**Service Learning: 50pts See opportunities listed in D2l**
You are required to complete 6-hours of pre-APPROVED service learning. Hours should be documented by both the student and the approved site supervisor on the Service Hour Log Sheet.

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**Is attendance required?**
**Yes! Your presence & active participation are required.**
- You get 3- freebie absences this semester.
- Points will not be deducted for freebies & excused absences.
- Absences do not excuse you from turning-in assignments.

**Why does my attendance matter?**
You are the secret sauce. This class needs you.
- Your views widen our perspective.
- Your input gives meaning to examples.
- Your feedback improves my teaching.
- Your questions deepen our learning.
- Your collaboration energizes activities.
- Your engagement makes class impactful.

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**I will show up for you.**
**Will you show up for you?**
Course Engagement and Responsibility:
Engaging actively is key to your success in this course. Stay updated with materials, interact with me and your peers, and utilize D2L resources. Your proactive involvement creates a dynamic, interesting, and meaningful learning experience for everyone.

Absence Etiquette:
Understandably, unforeseen circumstances may arise. I trust your responsibility and encourage you to proactively connect with classmates to catch up on notes and activities. This respects our shared learning space and allows me to focus on high-quality content and feedback for all. [Missed Class Limit: 5].

- Institutional Absences: Activities like pre-approved university events, academic obligations, or post-graduation career events are valid reasons for missing class. If you anticipate missing a session due to these reasons, you'll need to have it approved by your coach, sponsor, teacher at least 5 days in advance. Info on Intuitional absences can be found at HOP 04-110.

- Unforeseen Absences: For sudden emergencies, please complete the Dean of Students Office notification form. This includes situations like family bereavement, hospital admissions, personal emergencies, or official duties like jury duty.

Late Work and Extensions:
For unforeseen situations, a 24-hour grace period applies to late work (except exams). For documented absences exceeding the grace period, please request an extension before the deadline.

Extension Request Procedure:
If an extension is needed, email me before the deadline with the subject "Extension Request - [Assignment Name]" and your proposed new deadline.

SFA Policies
Additional Info: Student Syllabus Resources & Handbook of Operating Procedures (HOP)

| 04-110 | Institutional Absences |
| 04-106 | Code of Student Conduct and Academic Integrity |
| 02-206 | Course Grades: Withheld Grades Semester Grades |
| 04-101 | Students with Disabilities and Disability Services: |
| 04-102 | Academic Probation, Suspension, and Reinstatement |
| 04-103 | Adding and Dropping Courses |
| 04-109 | Final Course Grade Appeals by Students |

Assistance & Services
Dean of Students Office
Office of Disability Services
Career & Professional Development
Academic Assistance & Resources
Mental & Emotional Health Resources

Need help now?
- Burke 24-hour crisis line: 800-392-8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 800-273-TALK (8255)
- Crisis Text Line: Text HELLO to 741-741
- Family Crisis Center of East Texas: 800-828-7233
- SFA Police: 936-468-2608

Don't struggle alone.
24/7 peer support is just a click away!
Join a free online community for students, by students. Anonymous. Supportive. Anytime, anywhere.
Learn more & join!

financial woes? writing jitters? stress spirals?
Feeling overwhelmed? Visit the Lumberjack Wellness Network and get support for everything from A-Z.