

Introduction to Hospitality Syllabus (HAMG 1321) Online



Credit: 3 semester credit hours
(3 hours On-Line lecture, 0 hours lab)

Prerequisite/Co-requisite: Complete the Online Orientation and answer yes to 7+ questions on the Online Learner Self-Assessment:

<http://www.lit.edu/depts/DistanceEd/OnlineOrientation/OOStep2.aspx>

Course Description

This course provides an introduction to the elements of the hospitality industry. *This course is time-bound, structured, and completed totally online.*

Required Textbook and Materials

Introduction to Management in the Hospitality Industry 10th edition, Publisher, Wiley
ISBN number is 978-0-470-39974-3 (Chapters 1 to 14 only)
Notebook, folders and materials for projects as they are assigned.

Course Objectives (with applicable SCANS skills after each)

Upon completion of this course, the student will be able to:

1. Explain the elements of the hospitality industry.(SCANS:C5.4, C7.4, F6.4)
2. Discuss current issues facing food service; discuss current guest needs; and explain general hotel/motel operations.(SCANS:F6.4,F12.4)
3. Explain and discuss the role of service in the hospitality industry.(SCANS:C5.4, C7.4, F6.4)

SCANS Skills and Competencies

Beginning in the late 1980's, the U.S. Department of Labor Secretary's Commission on Achieving Necessary Skills (SCANS) conducted extensive research and interviews with business owners, union leaders, supervisors, and laborers in a wide variety of work settings to determine what knowledge workers needed in order to perform well on a job. In 1991 the Commission announced its findings in *What Work Requires in Schools*. In its research, the Commission determined that "workplace know-how" consists of two elements: foundation skills and workplace competencies.

Course Outline

- I. Introduction: Hospitality and Tourism Today:
 - A. A [Career](#) Overview
 - B. Foundations:
 - a) Hospitality Foundations I: Early Development of the Industry.
 - b) Hospitality Foundations II: Development of the Industry in the United States.
- II. Food and Beverage Perspectives
 - A. The Dimensions of Food and Beverage.
 - B. Food and Beverage Facilities.
 - C. Food and Beverage Operations.
- III. Lodging Perspectives
 - A. The Dimensions of Lodging.
 - B. Lodging Facilities.
 - C. Lodging Operations.
- IV. Hospitality Management Perspectives.
- V. Travel and Tourism Perspectives
 - A. The Dimensions of Travel and Tourism.
 - B. Travel Services.
 - C. Recreation, Entertainment, and Other Tourism Attractions.

Grade Scale

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
0 – 59	F

Course Evaluation

Final grades will be calculated according to the following criteria:

- | | |
|--------------------|-----|
| 1. 3 Unit Tests | 45% |
| 2. Final Exam | 30% |
| 3. Course Projects | 25% |

Course Requirements

- 1. Be able to discuss the foundations of the Hospitality Industry from early history to present day

2. Be able discuss the dimensions of the food and beverage, lodging, and travel.
3. Be able to discuss the operational management of the hospitality industry.

Course Policies

1. No late assignments will be accepted.
2. Tests. Students that miss a test are not allowed to make up the test. Students that miss a test will receive a grade of '0'.
3. If you wish to drop a course, the student is responsible for initiating and completing the drop process. If you stop attending class and fail to drop the course, you will earn an 'F' in the course.
4. As instructor I maintain the right to maintain and govern my class
5. If you need to talk to me please call 409-363-9218.
6. Assignments are due on the date specified. If it is not turned in on time I reserve the right not to grade or remove 10 points per late class day
7. The instructor has the right to add other policies that maybe appropriate as needed
8. Other class assignments may be added to your assignment as they come up.

Technical Requirements

For an online course we recommend the following minimum technical requirements:

Operating System	Windows XP or Vista, MAC OS 10.4 or higher	
Processor	1 GHz or higher	
Memory	256 MB of RAM. If running Vista: 512 MB of RAM	
Hard Drive Space	500 MB free disk space	
Browsers	<u>Windows:</u> Supported: <ul style="list-style-type: none"> • Internet Explorer 6.0 • Internet Explorer 7.0 • Firefox 2.0 Unsupported Browsers: <ul style="list-style-type: none"> • Internet Explorer 8 • Firefox 3.0 	<u>MAC OS 10.4, 10.5:</u> Supported: <ul style="list-style-type: none"> • Safari 3.0 • Safari 3.1 • Firefox 2.0 Unsupported Browsers: <ul style="list-style-type: none"> • Safari 3.2 • Firefox 3.0
	NOTE: Cookies, Java, and JavaScript must be enabled. Pop-up blockers should be configured to permit new windows from LIT Click here to check your browser.	
Browser Plug-ins	In addition to the minimum system requirements needed to access Blackboard, you may also need additional browser plug-ins to view some of the content. Common plug-ins include: <ul style="list-style-type: none"> • Adobe Acrobat • Adobe Flash Player • Quicktime 	

	<ul style="list-style-type: none"> • Windows Media Player
Internet Connection	Broadband (cable or DSL) connection required
Additional Software	You should be running the most recent version of Java .

Disabilities Statement

The Americans with Disabilities Act of 1992 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. Among other things, these statutes require that all students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodations for their disabilities. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409) 880-1737 or visit the office in Student Services, Cecil Beeson Building.

Course Schedule

Week	Topic	Reference
1	Introduction: Hospitality and you A Career Overview	pp.2-35
2	Forces affecting growth and change in the Hospitality Industry.	pp.36-64
3	FOOD AND BEVERAGE PERSPECTIVES The Dimensions of Food and Beverage. Unit Test 1 (Ch 1-3)	pp.65-105
4	Restaurant Operations	pp.106-131
5	Chain Restaurant Systems	pp.132-167
6	Competitive Forces in Food Service Unit Test 2 (Ch 4-6)	pp.168-193

7	On-Site Food Service	pp.194-237
8	Issues Facing Food Service	pp.238-270
9	Lodging Unit Test 3 (Ch 7-9)	pp.271-309
10	Lodging Operations	pp.310-349
11	Forces Shaping the Hotel Business	pp.350-385
12	Competition in the Lodging Business	pp.386-423
13	Travel and Tourism	pp.425-457
14	Hospitality and Tourism Tomorrow: An Overview.	Pp.460-508
15	Review	
16	Final Exam Ch 10-14	