

**Arkansas Tech University
Department of Parks, Recreation and Hospitality
Administration**

HA 4203: Hospitality Operational Problem Solving

Spring 2014

Hospitality Administration Mission Statement



The mission of the Hospitality Administration Program is to provide quality education in hospitality administration, build a foundation for professional growth and development and encourage lifelong learning.

Program Learning Outcomes

At the conclusion of the program, students will be able to:

1. Exhibit professional hospitality administration knowledge, skills, and abilities.
2. Synthesize and evaluate core management concepts in the areas of hospitality accounting, finance, human resources, marketing, operations, and technology.
3. Describe the fundamental principles of leadership and demonstrate successful leadership skills.
4. Utilize critical thinking, problem solving, written and oral communication, and investigate skills specific to hospitality administration.
5. Apply experiential learning experiences acquired through courses, work experience, and internship to become a successful professional.
6. Demonstrate best practices to meet ever changing guest needs and expectations.

Catalog Description: Prerequisites: Senior standing, MGMT 3003
Solving practical hospitality and tourism management problems through planning, establishment of policy, analysis and application of qualitative and/or quantitative methods.

Class Philosophy: *I hear and I forget...I see and I remember...I DO AND I UNDERSTAND*

Class Times: Tuesday 2:30 PM until 5:20 PM

Location of Class: Williamson Room 125

Instructor

Susan West
106 Williamson
479-356-6205 Office
Email: swest7@atu.edu

Office Hours: Tuesday 9:00 AM – 2:00 PM
Thursday 9:00 AM – 2:00 PM
****Or by Appointment**

Course Materials

Required Texts:

***Organizational Behavior for the Hospitality Industry, Berger & Brownell Copyright 2009 Pearson Prentice Hall
ISBN: 978-0-13-244737-9***

Linchpin, Seth Godin ISBN: 978-1-59184-409-4

Learning Outcomes and Artifact

HA Course Number	HA Course Title	ACPHA Standard(s)	Learning Outcome(s)	Artifact(s)
HA 4203	Hospitality Operational Problem Solving	Knowledge of ethical considerations and socio-political influences affecting organizations	The student will <i>analyze</i> ethical issues in hospitality settings	Discussion questions/Case studies
		Knowledge of organizational theory, foundations of management, leadership theory, strategic management, and exposure to critical thinking skills	The student will <i>assess</i> decision making models and <i>adapt</i> them to critical thinking skills	Exams-role playing exercises
		Knowledge of quantitative methods and management information systems including computer applications	The student will <i>demonstrate</i> quantitative and qualitative methods of problem solving and critical thinking	Problem solutions- Annotated bibliography
		Knowledge of administrative processes including the integration of analysis and policy determination at the overall management level	The student will <i>analyze</i> administrative processes in hospitality settings	Case studies- discussions, essay questions

Course Format

Classroom procedure for this class may include all of the following formats: lectures, discussions, group assignments, class demonstrations, student demonstrations, PowerPoint presentations, outside readings, field trips, and/or guest speakers.

EVALUATION AND GRADING

Methods of Evaluation:

4 Exams @ 100 points	400 points
Discussion Questions (Linchpin)	100 points
Annotated Bibliography	500 points
Participation	200 points
Group/Case Studies	300 points
Exercises	<u>300 points</u>
Total Points	1800 points

Grading Scale: A = 90% and above

B = 80-89%

C = 70-79%

D = 60-69%

F = 59% or below

Exams

There will be 4 exams worth 100 points given in this course, including the final, which is cumulative. They will be taken from your text as well as discussion and lecture. If you miss a test, you will need to contact me **BEFORE** the next class to schedule a time to take the test during my office hours. **I WILL NOT GIVE MAKE-UP EXAMS WITHOUT WRITTEN MEDICAL OR JUDICIAL EXCUSE!!** The exams will include: multiple choice, True/false, fill-in-the-blank, short-answer, or essay. Total available points will be 400.

Discussion Questions (Linchpin)

“Stop settling for what’s good enough and start creating art that matters. Stop asking what’s in it for you and start giving the gifts that change people.”(page 3)
This book will explore a common problem people get into with their careers. Throughout this course, we will examine this book to find some easy solutions that will make you indispensable in the hospitality industry. Discussion questions and essays will be given throughout the course focused on this book. Total available will be 100 points.

Annotated Bibliography

You will be required to select a topic relative to the hospitality/tourism industry and locate TWELVE articles related to this topic in an annotated bibliography format. Your research problem/topic is due to me on FEBRUARY 11th I want this typed and answer the following questions: What is the problem? Why are you personally interested in this? How will this benefit you in your career?

WHAT IS AN ANNOTATED BIBLIOGRAPHY? An annotated bibliography is a list of citations to books, articles, and documents. Each citation is followed by a brief (usually about 150 words) descriptive and evaluative paragraph, the annotation. The purpose of the annotation is to inform the reader of the relevance, accuracy, and quality of the sources cited.

ANNOTATIONS VS. ABSTRACTS Abstracts are the purely descriptive summaries often found at the beginning of scholarly journal articles or in periodical indexes. Annotations are descriptive and critical; they expose the author's point of view, clarity and appropriateness of expression, and authority.

THE PROCESS Creating an annotated bibliography calls for the application of a variety of intellectual skills: concise exposition, succinct analysis, and informed library research.

First, locate and record citations to books, periodicals, and documents that may contain useful information and ideas on your topic. Briefly examine and review the actual items. Then choose those works that provide a variety of perspectives on your topic.

Cite the book, article, or document using the appropriate style.

Write a concise annotation that summarizes the central theme and scope of the book or article. Include one or more sentences that (a) evaluate the authority or background of the author, (b) comment on the intended audience, (c) compare or contrast this work with another you have cited, or (d) explain how this work illuminates your bibliography topic.

THE CORRECT FORMAT FOR THE CITATIONS

American Psychological Association (APA) will be used for this project and the proper format is below as well as available on the OWL at Purdue (Online Writing Lab)

SAMPLE ANNOTATED BIBLIOGRAPHY ENTRY

The following example uses the APA format for the journal citation.

Waite, L. J., Goldschneider, F. K., & Witsberger, C. (1986). Nonfamily living and the erosion of traditional family orientations among young adults. *American Sociological Review*, 51 (4), 541-554.

The authors, researchers at the Rand Corporation and Brown University, use data from the National Longitudinal Surveys of Young Women and Young Men to test their hypothesis that nonfamily living by young adults alters their attitudes, values, plans, and expectations, moving them away from their belief in traditional sex roles. They find their hypothesis strongly supported in young females, while the effects were fewer in studies of young males. Increasing the time away from parents before marrying increased individualism, self-sufficiency, and changes in attitudes about families. In contrast, an earlier study by Williams cited below shows no significant gender differences in sex role attitudes as a result of nonfamily living.

**This information was taken from

<http://guides.library.cornell.edu/annotatedbibliography>

This project will be in-depth and is NOT something that can be completed the NIGHT before! The total number of annotations will be 12. SIX will be qualitative research on your topic and the other SIX will be quantitative research. **THIS IS DUE APRIL 26th NO LATE EXCEPTIONS** Total: 500 points

Participation

As we are all in a true “people industry,” and it is assumed that your career will involve speaking and engaging those around you, it is a REQUIREMENT for a problem solving class for you to discover your voice. You will be given a grade for participation and you will need to contribute to class discussion, role-playing and possible solutions to problems presented. Total point available will be 200.

Group Work/Case Studies

This course is designed to solve problems. This will not be achieved with a traditional lecture format. While there will be lecture, group solving and case study answers will have to be discussed. I will ask you to work in groups often. Learning to work together as a team is a valuable tool that will be used beyond this class. You will also be expected to participate in many role-play scenarios. There will be assignments given in these groups and the points *may* go to the entire group. Total points will be 500.

Exercises

Unlike many textbooks, the main text used in this course does NOT have discussion questions at the end of the text. What it does provide is Exercises. All of these are group activities that you will be expected to participate in and then write a response paper to the activity. Total points will be 300 points

Extra Credit

I may offer extra credit or bonus points throughout the semester. Including, but not limited to, assistance with special events, papers, newscasts and other opportunities that will arise throughout the semester.

CLASS POLICIES

Field Trips

It is Arkansas Tech University policy that students are NOT required to attend field trips. However, in lieu of the field trip, a substitute project/paper may be required to be completed by the student not attending the field trip.

Field Trip Etiquette

I expect you to dress in a professional manner and carry yourself as specialists. No shorts or tank tops will be accepted. Shoes must be cleaned and polished. You are representing Arkansas Tech University, the Hospitality Department and yourself.

Course Requirements

The following are course requirements for Hospitality Operational Problem Solving :

- Attendance and participation in each class lecture.
- Completion of all assignments in a timely manner. All late homework will decrease in value by 10% each day the assignment is late.
- Completion of four exams as well as assigned readings.
- Annotated Bibliography project completion
- Please turn cell phones to VIBRATE or SILENT-phones are a great tool for communication, but within a class environment, it is extremely disrespectful to me and your peers to have your phones ring during class time. Please do not text during lecture or group work.
- No translators will be allowed in class for any reason including exams.

Student Accommodations

Anyone who has special needs or considerations to assist in learning or test taking should speak with the instructor privately so that adjustments may be made. This should be done within the first two weeks of classes or as soon as the need arises. Students with accommodations needs must register with the Disability Coordinator/University Testing Center at 479-968-0302.

Academic Conduct Policies-from the Student Handbook

“A university exists for the purpose of educating students and granting degrees to all students who complete graduation requirements. Therefore, Tech requires certain standards of academic integrity and conduct from all students. Tech expects an academic atmosphere to be maintained in all classes. This atmosphere is created by both the professor and the class to enable all students enrolled to

reach their academic potential. Students are expected to attend class, conduct themselves in a non-disruptive manner in class, and refrain from cheating, plagiarism, or other unfair and dishonest practices. Students should also realize that the classroom is under the control of the professor who will give students a statement of his or her classroom policies in a syllabus at the beginning of the semester.

Academic Dishonesty

Academic dishonesty refers to the various categories of cheating and plagiarism in the classroom.

- **Cheating** on an examination, quiz, or homework assignment involves any of several categories of dishonest activity. Examples of this are: a) copying from the examination or quiz of another student; b) bringing into the classroom notes, messages, or crib sheets in any format which gives the student extra help on the exam or quiz, and which were not approved by the instructor of the class; c) obtaining advance copies of exams or quizzes by any means; d) hiring a substitute to take an exam or bribing any other individual to obtain exam or quiz questions; e) buying term papers from the Internet or any other source; and f) using the same paper to fulfill requirements in several classes without the consent of the professors teaching those classes.
- **Plagiarism** is stealing the ideas or writing of another person and using them as one's own. This includes not only passages, but also sentences and phrases that are incorporated in the student's written work without acknowledgement to the true author. Any paper written by cutting and pasting from the Internet or any other source is plagiarized. Slight modifications in wording do not change the fact the sentence or phrase is plagiarized. Acknowledgment of the source of ideas must be made through a recognized footnoting or citation format. Plagiarism includes recasting the phrase or passage in the student's own words of another's ideas that are not considered common knowledge. Acknowledgement of source must be made in this case as well."

ATU Attendance Policy

From the 2013-2014 Catalog: "Regular class attendance is considered essential if students are to receive maximum benefit from any course. Control of class attendance is vested in the teacher, who has the responsibility of defining early in each course his/her standards and procedures. A student accumulating an excessive number of unjustifiable absences in a course may be dropped from the course by the instructor with a grade of "FE." A student who is dropped from three courses in a semester for unsatisfactory class attendance may be immediately suspended." As this class will only meet once a week, you could be dropped for missing more than 4 classes. **It will be your responsibility to sign in each day that you are in class!**

Your Role as a Student

I request that you not come in late as it is disruptive to me as well as your peers. If you leave class before time is up and have not informed me, I will count it as an absence. As this is a late afternoon class, if you bring food, you must have enough for everyone in the class (including me) and I will do the same. 3 hours is a LONG class, so we WILL be taking breaks to keep your brain engaged! Discussions will be held periodically in class and I encourage all to participate. However, I will not tolerate inappropriate language including negative terms regarding ones ethnicity, gender, sexual preference or physical difference. I will expect you to keep up with the readings, assignments, quizzes and test dates. I also require you to actively participate in all conversations. In return for your cooperation, I will treat you with mutual respect, try to help and encourage you in anyway possible and together we can have a wonderful semester!! Now...Let's solve some problems!!

ScheduleSubject to change if needed****

Tuesday January 14	WELCOME TO PROBLEM SOLVING
Tuesday January 21	Chapter 1 Customer Care Chapter 2 Communicating in Organizations LINCHPIN Introduction through Indoctrination (pgs 1-48)
Tuesday January 28	Library Fieldtrip
Tuesday February 4	Chapter 3 Understanding the Diverse Environment Chapter 4 The Power of Teams in Hospitality LINCHPIN Becoming the Linchpin (pgs 49-79)
Tuesday February 11	Chapter 5 Group Problem Solving and Decision Making LINCHPIN Is it Possible to do Hard Work in a Cubicle (pgs 80-100) TOPIC DUE!!!!
Tuesday February 18	EXAM 1 over Chapters 1-2-3-4-5 Chapter 6 Managing Time LINCHPIN The Resistance (pgs 101-149)
Tuesday February 25	Chapter 7 Managing Stress Chapter 8 Promoting Creativity
Tuesday March 4	Chapter 9 Setting Personal and Professional Goals LINCHPIN The Powerful Culture of Gifts (pgs 150-173)
Tuesday March 11	EXAM 2 over Chapters 6-7-8-9
Tuesday March 18	Research Day-NO CLASS
Tuesday March 25	Chapter 10 Managing Conflicts Chapter 11 Motivating Employees LINCHPIN There is no Map (pgs 174-188)
Tuesday April 1	Chapter 12 Counseling Employees Chapter 14 Leading Hospitality Industries LINCHPIN Making the Choice (pgs 189-230)
Tuesday April 8	EXAM 3 over Chapters 10-11-12-13-14
Tuesday April 15	Research Day-NO CLASS
Tuesday April 22	ANNOTATED BIBLIOGRAPHY DUE Wrap-up LINCHPIN-Summary
Tuesday April 29	READING DAY
Thursday May 1	FINAL-EXAM 4 – TIME: 1:00-3:00 PM CUMMULATIVE FINAL
May 10	GRADUATION