

Arkansas Tech University
Department of Parks, Recreation and Hospitality Administration
HA 1043 001-Intro Hospitality Management
Spring 2014

Hospitality Administration Mission Statement



The mission of the Hospitality Administration Program is to provide quality education in Hospitality Administration and provide a foundation for professional growth and development.

Catalog Description: HA 1043 Introduction to Hospitality Management

The history and development of the hospitality industry which comprises food, lodging and tourism management, an introduction to management principles and concepts used in the service industry, and career opportunities in the field.

Class Times: Monday, Wednesday, & Friday 12:00-12:55

Location of Class: Room 125

Instructor: Glenna Howell
Room 109 Center for Leadership & Learning
479-356-2125 Office
Email: ghowell@atu.edu

Office Hours: By appointment

Course Materials:

- **Required Code for Hospitality Interactive:** ISBN: 0135118131
- **Classroom ID for The Island:** howell49529

Learning Outcomes and Artifact

	HA Course Title	ACPHA Standards	Learning Outcomes	Artifact(s)
HA 1043	Introduction to Hospitality Management	The historical overview of the hospitality industry and the profession	<i>Assess</i> history, fundamentals, management concepts, and specifically the profession of hospitality and tourism industry	Test Your Understanding from The Island
		The operation relative to the provision of hospitality goods/and/or services, including food service management and/or lodging management and related services	<i>Collect</i> information regarding all sectors of the hospitality industry to <i>compare</i> similarities and difference within each segment	Learning Modules, case studies, group exercises
		Provision of sufficient areas of specialization to allow student to develop a depth of knowledge and/or a broad exposure to the divers segments of the industry	<i>Appraise</i> career possibilities or interest within industry	Paper/presentation on Careers in Hospitality Industry

Course Format:

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

Evaluation and Grading

Methods of Evaluation:

<i>Test Your Understanding</i> ALL 16 with at least 60%	160 points
Movie Critiques/group	200 points
Interview Paper/Presentation	300 points
Service Work	200 points
<i>Total Points</i>	860 points

Grading Scale: A = 90% or above
B = 80 - 89%
C = 70 – 79%
D = 60 – 69%
F = 59% or below

Test Your Understanding

All of your exams will be through the Hospitality Interactive Island. I require you to complete all 16 with a 60% or above. Total will be **160 points**.

Movie Critiques/Group Work/Assignments

Various times throughout the semester, I will show films. Since Hollywood takes artistic license, your role as an educated consumer is to be able to distinguish fact from fiction. Therefore, there will either be a one page analysis and/or questions to ensure that you benefited from viewing the film.

I will also have you work in groups occasionally. Learning to work together as a team is a valuable tool that will be used beyond this class. There will be assignments given in these groups and the points given will go to the entire group. Total points available from groups, films, and other assignments are **200 points**.

Service Work

Since the hospitality industry is a “hands-on” environment and thrive on the notion of “giving and serving” You will have several opportunities this semester to work with events in the department. You may also provide a service in the community. You may earn up to **200 points**.

Paper/Presentation

This project is NOT designed to stress you out. It is suppose to be fun and you should learn something new. It is a simple process in order to explore careers in the industry.

Guidelines:

Select a person working in the Hospitality Industry. Interview that person (about 15 to 30 minutes). Create at least **10 questions** as a guide. I will need a copy of these questions included in your **4 page double spaced paper** that will be turned in. **Your paper will be due the day you present.**

The presentation and paper is worth **300 points** of your grade. The paper will be graded on grammar, correct punctuation, correct citing! **Follow the APA format for educational writing:**

Times New Roman, 12 point, double spaced. Visit the Writing Center in Witherspoon to ensure your paper is formatted and grammatically correct.

Grading Criteria includes:

Creativity/subject matter	100 points
Paper	100 points
Professionalism of presenting	100 points

TOTAL AVAILABLE POINTS 300 points

Class Policies

Course Requirements:

The following are course requirements for Introduction to Hospitality Management:

- Completion of an interview paper and presentation
- 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 16 Test Your Understanding, with 60% or above, as well as assigned readings and other assignments
- 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. In addition, it is departmental policy that NO TRANSLATORS are allowed in the lab or for tests.

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 Honesty:

Cheating will not be tolerated in this course. From the Student Handbook “Any student found to have committed misconduct, included but not limited to the following list, is subject to the disciplinary sanctions outlined in Article IV:

1. Acts of dishonesty, including but not limited to the following:

a. Cheating, plagiarism, or other forms of academic dishonesty.”

Any student caught cheating or plagiarizing someone else’s work on a test or assignment will be given an “F” for the work. Students may be asked to provide proof of original work if there is a question of cheating or plagiarism.

ATU Attendance Policy:

“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.”

It is your responsibility as a student to sign in each class session. 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 and deduct points for class participation for that class session.

Your Role as a Student:

Discussions will be held periodically in class and I encourage everyone to participate. I will not tolerate inappropriate language including negative terms regarding ones ethnicity, gender, sexual preference or physical difference. I will treat you with mutual respect, try to help and encourage you in any way possible.

I will expect you to keep up with the readings, assignments, quizzes and test dates.

WELCOME TO THE HOSPITALITY INDUSTRY!

Schedule **Subject to change as needed******

Monday, Jan 13		Welcome
Wednesday, Jan 15		Introductions
Friday, Jan 17	PowerPoint	Hospitality Interactive
Monday, Jan 20	No Class	Martin Luther King Holiday
Wednesday – Jan 22	Tour	Welcome to The ISLAND!
Friday – Jan 24	Chapter 1 – Hospitality Spirit	<p>Welcome to the Hospitality Industry and Tourism</p> <ul style="list-style-type: none"> • Review the Introduction and learning modules for the Hutchinson Manor and S.S. Haywood • Assignments <ul style="list-style-type: none"> ○ Complete all activities for the Hutchinson Manor and S.S. Haywood learning modules ○ Complete the Test Your Understanding for Hutchinson Manor and S.S.

		Haywood • DUE Feb 5
Monday– Jan 27	Continue Chapter 1	
Wednesday– Jan 29	Chapter 2 – Tourism	Read the <i>Big Book of Tourism</i> and the <i>Cruise Operations Manual</i>
Friday – Jan 31	Chapter 3 – Why People Travel	
Monday – Feb 3	Chapter 4 – Lodging	The Hotel Business *Explore the following topic areas in the Hutchinson Hotel and the Lighthouse Hotel General Manager and Engineer (including the <i>General Manager’s Guide to Hotel Properties</i>)
Wednesday – Feb 5	Continue Chapter 4	*Assignments Complete all activities for the General Manager learning modules and for the concierge and Director of Security *Complete the <i>Test Your Understanding Hutchinson Hotel</i> DUE Feb 19
Friday – Feb 7	Chapter 5 – Lodging Operations	The Room’s Division *Explore the following topic areas in the Hutchinson Hotel and Lighthouse Hotel Front Office Clerk, Front Office Manager, Executive Housekeeper, and Director of Security *Assignments Complete all activities for the learning modules listed above Read the <i>Front Office Manager’s Manual, Welcome to the Front Office, The Housekeeping Manual, and the Security Department Training Manual</i>
Monday – Feb 10	Continue Chapter 5	Complete the <i>Test Your Understanding</i> DUE FEB 28
Wednesday – Feb 12	Chapter 6 – Cruising	Food and Beverage Operations *Explore the following topic area in the Hutchinson Hotel Food & Beverage Director *Assignments Complete the activities for the

		learning modules in the Hutchinson Hotel for the Food & Beverage Director
Friday – Feb 14	Chapter 7 – Restaurants	<p>The Restaurant Business</p> <p>*Explore the following topic areas in Vernon’s Restaurant General Manager, Chef, Cook, Maitre d’, Server, and Server Assistant</p> <p>*Assignments Complete the activities for the learning modules in Vernon’s Restaurant</p> <p>Review the reference books for <i>Culinary History</i>, <i>Restaurant Ownership Handbook</i>, and the <i>Cookbook</i></p>
Monday – Feb 17	Continue Chapter 7	Complete the Test Your Understanding Vernon’s Restaurant DUE Mar 8
Wednesday – Feb 19	Chapter 8 – Restaurant Operations	<p>Restaurant Operations</p> <p>*Explore the following topic areas in the Sea & Tea Café General Manager, chef, Cook, Dishwasher, Server and Server Assistant</p> <p>*Assignments Complete the activities for each of the learning modules in the Sea & Tea Café</p> <p>Review the reference books for <i>Production Schedule and Ordering</i>, <i>Restaurant Operations</i>, and the <i>Cookbook</i></p> <p>Complete the Test Your Understanding Sea & Tea Café DUE MAR 15</p>
Friday – Feb 21	Chapter 9 – Managed Services	<p>Managed Services</p> <p>*Explore all the learning activities in Dimmick Hall Cook and Kitchen Manager</p> <p>*Assignments Complete the activities for the Cook and Kitchen Manager in Dimmick Hall</p> <p>Complete the Test Your</p>

		Understanding Dimmick Hall DUE MAR 26
Monday – Feb 24	Chapter 10 – Beverages	Beverage Operations *Explore the following topic areas in Vernon’s Restaurant and Tommy’s Tiki Bar Server: Vernon’s Restaurant Bartender and Barback: Tommy’s Tiki Bar *Assignments Complete the activities for each of the learning modules assigned from Vernon’s Restaurant and Tommy’s Tiki Bar Review the <i>Wine Reference book, Bartender’s Guide, and Book of Beverages</i> Complete the Test Your Understanding Tommy’s Tiki Bar DUE MAR 28
Wednesday – Feb 26	Chapters 11 & 12 Clubs and Theme Parks	Recreation, Theme Parks and Clubs *Explore Badger’s Rainforest Tours and Gesell Golf Club-Simmy’s Splashtown and Suzie’s Spa *Assignments Complete the activities for each learning module in Badger’s Rainforest Tours, Gesell Golf Club, Simmy’s Splashtown Suzie’s Spa Review <i>Food and Beverage in the Private Club Industry, Membership and Management in the Private Club Industry</i> and the <i>Tour Operator’s Guide to Tours</i> Review the <i>World of Attractions</i> book and the <i>Spa Management Manual</i> Complete the Test Your Understanding Simmy’s/Gesell Golf/Suzie’s Spa/Badgers Tours DUE APR 4
Friday – Feb 28	Chapter 13 & 15 Gaming Entertainment & Special Events	Gaming Entertainment & Arena & Sports Management *Explore the learning activities for the Sea Wolfe Casino and the Sea

		<p>Wolfe Arena Dealer, Table Games Supervisor, and Surveillance Officer Director of Operations, Director of Ticket Operations and the General Manager *Assignments Complete the activities for each of the learning modules for the Sea Wolfe Casino and the Sea Wolf Arena Review the <i>Casino Games manual</i>, <i>the History of Gambling</i>, and the <i>Casino Organization Structure Arena Management & Ownership Guide</i>, and the <i>Arena Ticketing Process Handbook</i></p>
Monday – Mar 3	Chapters 13 & 15	<p>Complete the Test Your Understanding for Sea Wolfe Casino and Sea Wolfe Arena DUE APR 11</p>
Wednesday – Mar 5	Chapter 14	<p>Meetings, Conventions, and Special Events *Explore the learning activities for the Nunaley Meeting Hall The Houseman and Meeting Manager at the Nunaley Meeting Hall *Assignments Complete all activities for the Nunaly Meeting Hall Complete the Test Your Understanding for Nunaly DUE APR16</p>
Friday – Mar 7	Human Resources	<p>Human Resources and Marketing *Explore Little Wolfe Island Corporate Office Human Resources Manager and Marketing Manager *Assignments Complete all activities for the Little Wolfe Island Corporate Office Review Marketing Plans Fundamentals and Human Resources Fundamentals Complete the Test Your</p>

		Understanding LWI Corporate Office DUE APR18
Monday – Mar 10		
Wednesday – Mar 12		
Friday – Mar 14		
Monday – Mar 17		
Wednesday – Mar 19		
Friday – Mar 21		
Mar 24 – Mar 28	Spring Break	
Monday – Mar 31	Begin Presentations	
Wednesday – Apr 2	Presentations	
Friday – Apr 4	Presentations	
Monday – Apr 7	Presentations	
Wednesday – Apr 9	Presentations	
Friday – Apr 11	Presentations	
Monday – Apr 14	Presentations	
Wednesday – Apr 16	Presentations	
Friday – Apr 18	Presentations	
Monday – Apr 21	Presentations	
Wednesday – Apr 23	Presentations	
Friday – Apr 25	Review	
Monday – Apr 28 – May 2	Reading Day & Finals Week	
Saturday – May 10	GRADUATION	