INTRODUCTION TO HOSPITALITY
RHIM 2210 (ONLINE)
Syllabus

Instructor:  Sheila Scott
Office: HS 178
Phone: (806)834-5194
Office Hours: Virtual Office Hours Mondays & Fridays 11am – 12pm (or by appointment)
E-mail: sheila.scott@ttu.edu
Class Hours: online

COURSE OVERVIEW
The course is designed to acquaint students with the various aspects of the hospitality industry and to serve as a long-term reference on the numerous career opportunities available. The course supports the RHIM program by developing individuals who have chosen the hospitality industry as their career path.

REQUIRED TEXT
• eText with MyHospitalityLab access - ISBN-9780134104713
• Paper Bound with MyHospitalityLab Access Card - ISBN-9780134123820

MyHospitalityLab registration and course access
https://www.pearsonmylabandmastering.com/northamerica/myhospitalitylab/
scott-halsell58039

STUDENT LEARNING OBJECTIVES
At the conclusion of this course, students will be able to:
1. Describe the social, economic, and environmental context within which the hospitality industry operates. (PLO 3, 4, 5) Exams, quizzes, activities (understand)
2. Differentiate the structure, nature, and operating characteristics of the individual sectors of the hospitality industry: food service, lodging, and tourism. (PLO 3, 4, 5) Exams, quizzes, activities (analyze)
3. Compare the roles and principal responsibilities of managers in the hospitality industry segments. (PLO 3, 4, 5) Exams, quizzes, activities (analyze)
4. Assess the hospitality profession as a suitable career based on your abilities, tastes, and interests (PLO 3, 4, 5) Exams, quizzes, activities (evaluate)
COURSE WEBSITE

This course will be managed through Blackboard 9 (accessible at: http://blackboard.ttu.edu).
All course materials and assignments will be made available within Blackboard. The course website within Blackboard is available only to students who have officially registered for this course. **All links to MyHospitalityLab will be reached through Blackboard.**

To reach the course website, students should enter the following URL into an internet browser (Firefox is recommended) http://blackboard.ttu.edu. This will take students to the Blackboard log-in page where students will enter their E-raider username and password each time they enter the site.

If students do not have E-raider account, they can request one at https://eraider.ttu.edu. If students have forgotten their password or need assistance logging in, they may call the TTU technology hotline at (806) 742-HELP.

All tasks that require submission through Blackboard have an availability period. The time for all assignments, quizzes and exams, except the final are 5:00pm CST on the final days of the week, typically Mondays. See the Course Schedule for more information. It is the student’s responsibility to ensure that all tasks are completed AND submitted before the end of the availability period.

*If a task is started before the deadline, but is not successfully submitted before the end of the availability period, the submission will not be accepted. All work must be submitted within Blackboard.*

**Late submissions are not accepted.** All assignments, except the Comprehensive Final Exam are due on Mondays at 5:00pm CST, excluding holidays. Students must ensure that SUBMIT button is clicked for the Turnitin assignment, as late or missing submissions will receive a grade of 0. Students will receive an email verification of submission. Technical difficulties must be immediately reported to the instructor with a screen shot of the issue. An email with the assignment will also be required at time of difficulty. This must occur prior to the due date and time. Report of failure at a later time will result in no accommodation.

Occasionally Turnitin will adjust the time for unknown reasons. Any adjustments not communicated by the instructor will not indicate a change. Mondays at 5:00pm CST is set in stone.

Having computer problems or WiFi issues does not constitute a legitimate reason for not completing tasks in the course, so students should plan accordingly to allow any time necessary to work out and technical/computer problems they may encounter. The IT Department (742-HELP) should be contacted for technical difficulties, not the instructor. Having access to reliable Internet connections and a working computer is the student’s responsibility. DO NOT rely on WiFi connections at locations off campus.
INSTRUCTOR COMMUNICATION

The instructor will be the primary point of contact for this course. You can expect your instructor to respond to your email within 24 hours (Monday through Friday). If you email your instructor after 3pm on Friday or on the weekend, it will be responded to on the next business day. Depending on your request, the instructor may need longer than 24 hours to fully address the situation, but any delay will be communicated during the initial response.

For all graded learning opportunity assignments, the instructor will provide feedback (through a grading rubric or comments, etc.) within 7 days following the end of the availability period, excluding any unforeseen circumstances.

You should not expect any feedback other than a score on evaluation items (quizzes and exams) within the course. Evaluations are designed to determine the level of learning – not as an opportunity for learning.

GRADING

Overall student evaluation will be based on the following:

<table>
<thead>
<tr>
<th>Learning Opportunities</th>
<th>Number this Semester</th>
<th>Points Per</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mini Case Studies</td>
<td>8 (drop the lowest score)</td>
<td>35</td>
<td>245</td>
</tr>
<tr>
<td>Interactive Media Activities</td>
<td>16</td>
<td>5</td>
<td>80</td>
</tr>
<tr>
<td><strong>Evaluations</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Quizzes on Interactive Media Activity</td>
<td>16 (drop the lowest score)</td>
<td>10</td>
<td>150</td>
</tr>
<tr>
<td>Quizzes (two attempts each, highest score retained)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Module Exams</td>
<td>4</td>
<td>100</td>
<td>400</td>
</tr>
<tr>
<td>Comprehensive Final Exam (optional if student has reached 784 points, excluding dropped scores)</td>
<td>1</td>
<td>125</td>
<td>125</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td>1000</td>
</tr>
</tbody>
</table>

Extra Credit Available Max Points
Introduction Discussion 10 points
Syllabus Quiz (one attempt only) 10 points

The course grade will be determined from the total accumulation of points:

| A: 90% - 100% | (895 - 1000 points) | Advanced, exceeds expectations and work has no or few errors |
| B: 80% - 89.99% | (795-894.9 points) | Minimally exceeds expectations and work has limited errors |
| C: 70% - 79.99% | (695-794.9 points) | Proficient, meets minimum expectations but demonstrates no extra effort |
| D: 60% - 69.99% | (595-695.9 points) | Less than standard and falls below expectations |
| F: < 60% | (0-594.9 points) | Lack of effort, does not meet expectations in one or more areas |
**Please note that unsuccessful completion of this class or course completion of at least 60% of the semester, may result in repayment of all or part of your student financial aid. For further information, please contact Student Financial Aid, 806-742-3681, or finaid.advisor@ttu.edu.

Grade Disputes:

If you have an issue with a grade, please email the instructor within ONE WEEK (7 days) of the graded assessment. In your email, clearly describe the specific issue and your outcome expectation (make sure you consult the syllabus before ensure your proposal is within the policies of the course). If the situation is not resolved, follow the steps in the “Resolving Student Issues” section of this syllabus.

IMPORTANT COURSE INFORMATION

a. Make-up exams and assignments: There will be no make-up activities, quizzes, exams or assignments. If you fail to complete and successfully submit a task in this course, there will be NO opportunity for makeup or late acceptance. NO EXCEPTIONS.

1) Exams:
Exams are a mix of multiple choice, matching, and essay questions. Exams are timed with forced completion when the time expires. Close monitoring of time is important. All exams are due at 5pm CST on the last day of the week, typically Monday, excluding Monday holidays and Final Exam Week. The final exam is due at 11:59pm CST on 12/13. No late submissions are accepted. Questions will be provided one at a time and students must save their answer prior to moving to the next question. Students will be unable to backtrack to previous questions. Exams may only be taken one time.

2) Activities:
There are 16 interactive lab activities in this course through MyHospitalityLab. There are questions built into each activity that must be completed to move through the activity, so attention must be paid. The activities must be completed prior to moving on to the associated quiz.

3) Quizzes:
There are 16 quizzes in this course based on the interactive media activities on MyHospitalityLab. Students must complete the associated activity with questions prior to taking the associated quiz. Student are allowed to take each quiz two times. The highest of the two grades till be retained. The lowest quiz grade will be dropped. Since the questions are randomized, the quizzes will likely be different each time they are taken.

4) Case Studies:
There are 8 mini case studies in this course. They are scenarios to which the students must determine their best response. While there is no word minimum, the answers must be thorough and complete. Case Studies will be Turnitin submissions through Blackboard.
Spelling, punctuation, and grammar will be assessed in the grading. Plagiarism will not be tolerated. All Case Study submissions must follow the writing assignment requirements.

**Formatting for all assignments:**
All project submission will be written with the following requirements. A cover page with the student(s) name(s), course name and number and proper assignment heading will be included. The submissions will be formatted in 12 point font, Times New Roman with one inch margins on all sides, double spaced. Each written assignment requires a cover page (see example on Blackboard), a running head and proper use of APA format for citing and referencing sources. Rubrics are provided on Blackboard. Please note that although there is no word minimum, it often requires a great deal of content to thoroughly synopsise and investigate a topic in order to receive a higher grade. The submissions will demonstrate completeness of thought, critical analysis, and support of their positions, without grammar, spelling or punctuation errors. Since writing style, including spelling and grammar, will be considered as a portion of the grade, it is highly recommended that students utilize the Writing Center (http://uwc.ttu.edu/ ) or at a minimum have a second person review the paper for mistakes and clarity issues prior to submission. Late submissions are not accepted. The submissions are due as a Turnitin uploads on Blackboard, under the assignment heading on the assigned due date by 5:00 pm CST. (Although Turnitin sometimes make arbitrary deadline changes, the 5:00 pm CST is in stone, unless the instructor emails a change.) Make sure that SUBMIT button is clicked for the Turnitin assignment and that a confirmation email is received for the submission, as late or missing submissions will receive a grade of 0. Technical difficulties must be immediately reported to the instructor with a screen shot of the issue. An email with the assignment attached will also be required at time of difficulty. This must all occur prior to the due date and time. Report of failure at a later time will result in no accommodation. The rubrics for the submissions will be incorporated for grading purposes.

**SEE THE UNIVERSITY POLICIES, PROCEDURES AND INFORMATION REGARDING COURSES AND STUDENTS ON BLACKBOARD.**
<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Lessons/Chapters</th>
<th>Case Studies due 5:00 on last day of week</th>
<th>Assignments/Quizzes due 5:00 on last day of week</th>
<th>Exams due 5:00 pm on last day of week*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>August 28 – September 5*</td>
<td>1. Hospitality Spirit</td>
<td>Mini Case Study: Leadership – The Vision Hotel</td>
<td>• Syllabus quiz – extra credit</td>
<td>Chapters 1, 2, &amp; 3</td>
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<td></td>
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<td></td>
<td>• Introductions Discussion – extra credit</td>
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<td></td>
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<td></td>
<td></td>
<td>• LWI Corporate Office Interactive Media &amp; Quiz</td>
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<tr>
<td>2</td>
<td>September 4 – September 11</td>
<td>2. Tourism 3. Characteristics of Tourism</td>
<td></td>
<td>• Hutchinson Manor Interactive Media &amp; Quiz</td>
<td>Chapters 4, 5 &amp; 13</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>• Badger Rainforest Tours Interactive Media &amp; Quiz</td>
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<tr>
<td>3</td>
<td>September 11 – September 18</td>
<td>13. Gaming</td>
<td>Mini Case Study: Foxwoods Resorts</td>
<td>• Sea Wolfe Casino Interactive Media &amp; Quiz</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>September 18 – September 25</td>
<td>4. Lodging</td>
<td>Mini Case Study: Hotel Food &amp; Beverage</td>
<td>• Lighthouse Hotel Interactive Media &amp; Quiz</td>
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</tr>
<tr>
<td>5</td>
<td>September 25 – October 2</td>
<td>5. Lodging Operations</td>
<td></td>
<td>• Hutchinson Hotel Interactive Media &amp; Quiz</td>
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<td>6</td>
<td>October 2 - October 9</td>
<td>7. Restaurants</td>
<td>Mini Case Study: BOKA Restaurant Group</td>
<td>• Vernon’s Restaurant Interactive Media &amp; Quiz</td>
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<tr>
<td>7</td>
<td>October 9 - October 16</td>
<td>8. Restaurant Operations</td>
<td></td>
<td>• Sea &amp; Tea Café Interactive Media &amp; Quiz</td>
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<td>8</td>
<td>October 16 - October 23</td>
<td>9. Managed Services</td>
<td>Mini Case Study: Anna Maria Oyster Bar</td>
<td>• Dimmick Hall Interactive Media &amp; Quiz</td>
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<td>9</td>
<td>October 23 - October 30</td>
<td>10. Beverages</td>
<td></td>
<td>• Tommy’s Tiki Bar Interactive Media &amp; Quiz</td>
<td>Chapters 7, 8, 9 &amp; 10</td>
</tr>
<tr>
<td>10</td>
<td>October 30 – November 6</td>
<td>11. Clubs</td>
<td>Mini Case Study: Golf Club Corporation</td>
<td>• Gesell Golf Club Interactive Media &amp; Quiz</td>
<td></td>
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<tr>
<td>11</td>
<td>November 6 – November 13</td>
<td>15. Special Events</td>
<td>Mini Case Study: California Host</td>
<td>• Sea Wolfe Arena Interactive Media &amp; Quiz</td>
<td></td>
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<tr>
<td>12</td>
<td>November 13 – November 20</td>
<td>14. Meetings, Conventions, &amp; Expos</td>
<td></td>
<td>• Nunaley Meeting Room Interactive Media &amp; Quiz</td>
<td>Chapters 11, 14 &amp; 15</td>
</tr>
<tr>
<td>13</td>
<td>November 20 – November 27</td>
<td>12. Theme Parks and Attractions</td>
<td></td>
<td>• Simmy’s Splashtown Interactive Media &amp; Quiz</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>November 27 – December 4</td>
<td>6. Cruising</td>
<td>Mini Case Study: Destination Tourism</td>
<td>• S.S. Haywood Interactive Media &amp; Quiz</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>• Suzie’s Spa Interactive Media &amp; Quiz</td>
<td></td>
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<tr>
<td>15.5</td>
<td>December 6 – December 13</td>
<td>Final exam week</td>
<td></td>
<td>*Comprehensive Final Exam</td>
<td></td>
</tr>
</tbody>
</table>
Grade Distribution

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Number</th>
<th>Points Each</th>
<th>Total Points per Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interactive Media</td>
<td>16</td>
<td>5</td>
<td>80</td>
</tr>
<tr>
<td>Quizzes</td>
<td>16 (drop the lowest score)</td>
<td>10</td>
<td>150</td>
</tr>
<tr>
<td>Mini Case Studies</td>
<td>8 (drop the lowest score)</td>
<td>35</td>
<td>245</td>
</tr>
<tr>
<td>Module Exams</td>
<td>4</td>
<td>100</td>
<td>400</td>
</tr>
<tr>
<td>Comprehensive Final Exam</td>
<td>1</td>
<td>125</td>
<td>125</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1</strong></td>
<td><strong>125</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>

Comprehensive Exam is waived for any student with a minimum of 784 points, prior to the exam (excluding the dropped scores).
SPRING 2017 DATES TO REMEMBER

- Classes begin: Jan. 19
- Last day to add a course: Jan. 24
- Last day to drop a course & have charges removed without academic penalty: Feb. 3
- Last day to drop a course with academic penalty: Mar. 29
- Commencement: May 19-20

OPERATING POLICIES PERTAINING TO ALL COURSES

1. CLASSROOM CIVILITY

   Attendance and class participation is expected at all class sessions. Higher grades cannot be expected unless the student has actively participated in class. It is your responsibility to attend each class session on time. Class starts promptly. If you must leave class earlier for any reason, you must inform the instructor at the beginning of the class for permission. Lack of attendance and participation may negatively affect the grade you receive in the class.

   Students are expected to assist in maintaining a classroom environment which is conducive to learning. In order to assure that all students have the opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from engaging in any other form of distraction. Inappropriate behavior in the classroom shall result, minimally, in a request to leave class.

2. ACADEMIC INTEGRITY (OP 34:12):

   Academic integrity is taking responsibility for one’s own work, being individually accountable, and demonstrating intellectual honesty and ethical behavior. Academic integrity is a personal choice to abide by the standards of intellectual honesty and responsibility. Because education is a shared effort to achieve learning through the exchange of ideas, students, faculty, and staff have the collective responsibility to build mutual trust and respect. Ethical behavior and independent thought are essential for the highest level of academic achievement, which then must be measured. Academic achievement includes scholarship, teaching and learning, all of which are shared endeavors. Grades are a device used to quantify the successful accumulation of knowledge through learning. Adhering to the standards of academic integrity ensures that grades are earned honestly and gives added value to the entire educational process. Academic integrity is the foundation upon which students, faculty, and staff build their educational and professional careers. For detailed information regarding these policies, see [http://www.depts.ttu.edu/studentjudicialprograms/academicinteg.php](http://www.depts.ttu.edu/studentjudicialprograms/academicinteg.php)

For further information regarding student policies at Texas Tech, see [http://www.depts.ttu.edu/dos/handbook/](http://www.depts.ttu.edu/dos/handbook/)
3. STUDENTS WITH DISABILITIES (OP 34.22)
Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as possible to make necessary arrangements. Students must present appropriate verification from Student Disability Services during the instructor’s office hours. Please note that instructors are not allowed to provide classroom accommodation to a student until appropriate verification from Student Disability Services has been provided. For additional information, please contact Student Disability Services office in 335 West Hall or call 806-742-2405.

For detailed information regarding Texas Tech’s Student Disability Services, see http://www.depts.ttu.edu/students/sds/.

4. STUDENT ABSENCE FOR OBSERVANCE OF A RELIGIOUS HOLY DAY (OP 34:19)
1. “Religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code §11.20.
2. A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

A student who is excused under section 2 may not be penalized for the absence; however, the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.

5. ABSENCE DUE TO OFFICIAL UNIVERSITY APPROVED TRIPS (OP 34.04)
Department chairpersons, directors, or others responsible for a student representing the university on officially approved trips must notify the student's instructors of the departure and return schedules. The instructor so notified must not penalize the student, although the student is responsible for material missed. Any student absent because of university business must be allowed to make up missed work within a reasonable span of time or have alternate grades substituted for work due to an excused absence. Students absent because of university business must be given the same privileges as other students; e.g., if other students are given the choice of dropping one of four tests, then students with excused absences must be given the same privilege.

Note: Optional activities, including travel activities, are excluded from the above policy if participation is optional and not a requirement of the university sponsored activity. This would include road shows, interviews, event participation, or specific extra credit course or program related activities.

6. CLASS COMPLETION
Please note that unsuccessful completion of this class or course completion of at least 60% of the semester, may result in repayment of all or part of your student financial aid. For further information, please contact Student Financial Aid, 806-742-3681, or finaid.advisor@ttu.edu.
7. RESOLVING STUDENT ISSUES
If you encounter an issue in this course you should follow the following chain of authority:
1. First discuss it with the instructor of the course in an attempt to resolve the issue.
2. If the issue is not resolved, or is something you do not feel comfortable discussing with the instructor, you should contact the Department Associate Chairperson.
3. Only after discussing the issue with the Associate Chairperson should you contact the Hospitality and Retail Management Department Chairperson.

Under no circumstances should you begin this process with the Chairperson or the Dean’s Office without first consulting the Associate Chairperson.

8. STATEMENT OF NONDISCRIMINATION
Neither the instructor nor any student in this class will discriminate or tolerate discrimination on the basis of age, color, disability, ethnicity, gender, national origin, race, religion, sexual orientation, or veteran status. This policy extends to in class discussions, student essays, and all other forms of communication associated with this course, to include informal conversations within the classroom but outside the parameters of this course.

9. STATEMENT OF DIVERSITY
By its very design, this course engages texts that some students might find difficult and/or controversial. In this class, the instructor will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world, and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

10. EMERGENCY PROCEDURES
In the unlikely event of an emergency, students and faculty should follow the guidance provided at the website below. There is a possibility that this may include evacuation of the building or seeking shelter within the building.

http://www.depts.ttu.edu/hs/emergency_planning/index.php
http://www.depts.ttu.edu/communications/emergency/

11. TTU RESOURCES FOR DISCRIMINATION, HARASSMENT, AND SEXUAL VIOLENCE
Texas Tech University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from gender and/or sex discrimination of any kind. Sexual assault, discrimination, harassment, and other Title IX violations are not tolerated by the University. Report any incidents to the Office for Student Rights & Resolution, (806)-742-SAFE (7233) or file a report online at titleix.ttu.edu/students. Faculty and staff members at TTU are committed to connecting you to resources on campus. Some of these available resources are: TTU Student Counseling Center, 806-742-3674, https://www.depts.ttu.edu/scc/ (Provides confidential support on campus.) TTU Student Counseling Center 24-hour Helpline, 806-742-5555, (Assists students who are experiencing a mental health or interpersonal violence crisis. If you call the helpline, you will speak with a mental health counselor.) Voice of Hope Lubbock Rape Crisis Center, 806-763-7273, voiceofhopelubbock.org (24-hour hotline that provides support for survivors of sexual violence.) The Risk, Intervention, Safety and Education (RISE) Office, 806-742-2110, rise.ttu.edu (Provides a range of resources and support options focused on prevention education and student wellness.) Texas Tech Police Department, 806-742-3931, http://www.depts.ttu.edu/tpd/ (To report criminal activity that occurs on or near Texas Tech campus.)
12. **GRADE OF INCOMPLETE (I)**
   - The grade of Incomplete (I) is given **only** when a student’s work is satisfactory in quality but, due to reasons beyond his or her control, has not been completed. It is not given in lieu of an “F” or “W.”
   - The instructor assigning the grade will stipulate in writing, at the time the grade is given, the conditions under which the “I” may be removed.
   - The grade of “I” will remain on the record until the faculty member submits a new grade.
   - After one calendar year, “I” grades will change to a grade of “F.”
   - A form must be submitted prior to the end of the semester for each grade of “I.”
   - If a student repeats the course, the appropriate grade will be given for the second registration and the Office of the Registrar will replace the “I” with an “R.”

13. **OMBUDSMAN FOR STUDENTS**
    The Ombudsman for Students is available to assist students with any conflict or problem that has to do with being a student at Texas Tech University. You may visit the Ombudsman in 232E of the Student Union Building or call (806) 742-SAFE.