HTMT 210-03 Spring 2017 Class Syllabus
Principles and Practices in Hospitality and Tourism Management

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Office: JC Long 306
Office Hours: Tuesday and Thursday 3:00 – 5:00 p.m. (appointments suggested)
Schedule of Activities: Refer to the Course Calendar
Location, Meeting Days, & Time:
   JSC 237 Tuesday and Thursday from 9:25 – 10:40 a.m.
Prerequisites: None

Required Course Text and Readings:
   – Additional readings posted OAKS (See Course Calendar)

Course description:
An overview of the hospitality and tourism field including its historical development, major components, functions and current and future trends.

*Does not count toward major GPA except in HTMT major and/or concentration.

Grading:

<table>
<thead>
<tr>
<th>Course Component</th>
<th>Points Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading HW Quizzes 11 @ 10 Pts. Ea.</td>
<td>Lowest Grade Dropped 100</td>
</tr>
<tr>
<td>Exams 4 @ 150 Pts. Ea.</td>
<td>Lowest Grade Dropped* 450</td>
</tr>
<tr>
<td>Local HTM Business &amp; Trend Analysis Assignment (Team-Based)</td>
<td>200</td>
</tr>
<tr>
<td>Mystery Shopper Service Assignment</td>
<td>75</td>
</tr>
<tr>
<td>Guest Speaker (GS) Q&amp;A 7 @ 25 Pts. Ea.</td>
<td>Lowest Grade Dropped 150</td>
</tr>
<tr>
<td>Class Participation/Team Effort</td>
<td>25</td>
</tr>
<tr>
<td>Total Points</td>
<td>1000</td>
</tr>
<tr>
<td>Extra Credit (Low Country Oyster Festival)</td>
<td>Maximum Allowed Points 25</td>
</tr>
</tbody>
</table>

Course components and the points assigned them may be changed, added or dropped, at instructor’s discretion, should it be warranted. Students will be notified through OAKS, email, or in class should changes occur.

Grading Scheme

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
</tr>
<tr>
<td>A-</td>
<td>90-92.9%</td>
</tr>
<tr>
<td>B+</td>
<td>87-89.9%</td>
</tr>
<tr>
<td>B</td>
<td>83-86.9%</td>
</tr>
<tr>
<td>B-</td>
<td>80-82.9%</td>
</tr>
<tr>
<td>C+</td>
<td>77-79.9%</td>
</tr>
<tr>
<td>C</td>
<td>73-76.9%</td>
</tr>
<tr>
<td>C-</td>
<td>70-72.9%</td>
</tr>
<tr>
<td>D+</td>
<td>67-69.9%</td>
</tr>
<tr>
<td>D</td>
<td>63-66.9%</td>
</tr>
<tr>
<td>D-</td>
<td>61-62.9</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 60.9%</td>
</tr>
</tbody>
</table>

Factors in Grading:
   – Class participation, attitude, teamwork and demeanor will be noted by the instructor and used to swing grades up or down
   – All course work submitted must be:
     o word processed in MS Word
     o grammatically correct
     o consistent with the Publication Manual of the American Psychological Association (APA) 6th ed. Standards.
   – All course work must be submitted on-time. Coursework submitted late will cause a reduction in grade at the discretion of instructor relative to the degree and nature of the tardiness (In the case of an email submission, the time and date of reception will act as the official submission instance).
   – Professional demeanor is mandated at all times
**College of Charleston / School of Business**

**Learning Goals / Assessment Methods**

**COMMUNICATION SKILLS:**
Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

Students will give an in-class presentation and write a narrative about a current trends in the hospitality and tourism industries.

**INTELLECTUAL INNOVATION AND CREATIVITY:**
Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.

Students will analyze customer service performance through a mystery shopper assessment of a restaurant business.

**GLOBAL CIVIC RESPONSIBILITY:**
Students will be able to integrate knowledge and skills in applications that facilitate student articulation and response to social, ethical, environmental and economic challenges at local, national and international levels.

Students will weigh and be quizzed on sustainability issues across the lodging, foodservice, and events industries.

**SYNTHESIS:**
Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings, in the completion of complex and comprehensive tasks.

Students will conduct a critical feasibility and trend analysis of a local hospitality and/or tourism business.

**QUANTITATIVE FLUENCY:**
Students will demonstrate competency in logical reasoning and data analysis skills.

Students will examine and analyze statistics related to industry trends in hospitality and/or tourism businesses.

**Attendance:**
Attendance is important! Due to the nature of the course activities, the student is required to attend class and to participate and engage in class. Research indicates that class discussion fosters enhanced learning for all class members and builds a more robust cognitive schema (Gagne, 1985; & Hamblin, 1974). Therefore:

- Anyone missing more than 2 class periods may be deemed ineligible for a grade of “A.”
- Anyone missing more than 3 class periods may be deemed ineligible for a grade of “B” or better.”
- Anyone missing more than 4 class periods may be deemed ineligible for a grade of “C” or better.”
- Anyone missing more than 5 class periods may be deemed ineligible for a grade of “D” or better.”

*Attendance is only excused for medical or other serious and legitimate reasons.*

*Student must submit documentation for any absence considered for excuse.*

**OAKS**
The class will utilize OAKS, which is an integrated web-based learning management system (LMS) that is integrated with College of Charleston’s BANNER infrastructure. OAKS is actually a CofC name given to an LMS designed by “Desire-2-Learn.” Every student officially registered for this class is added to OAKS automatically. You should log on to OAKS through your MyCharleston portal.
OAKS includes the courses:
- Syllabus
- Calendar
  
  The course calendar will be changed periodically throughout the semester to accommodate class dynamics. Students are responsible for checking OAKS for updates.
- Assignment guidelines
- Grades
- Class PowerPoint presentations
- And, all other course related materials that can be formatted digitally

Reading Quizzes
There are 11 quizzes, given randomly, which are related to and assess student comprehension of the course readings. They are short (take about 5 minutes in class) and designed to motivate the student to be prepared for class and to introduce the key learning objectives for the day’s topic. The lowest grade is dropped.

Exams:
There will be 4 exams covering the course text, reference materials, class lectures (including guest lecturers), anything discussed in class and all course activities. Therefore, coming to class will be essential to doing well on the exams. Students that attend and are actively engaged during class periods do satisfactorily on exams. Exam dates are posted on the course calendar. Exams will consist of multiple-choice, fill-in-the-blank and short-answer questions. *The lowest exam score will be dropped but only if ALL EXAMS ARE COMPLETED.

Final Exam:
Exam 4 will function as the final exam.

Local HTM Business and Trend Analysis
HTMT 210 is an introductory course in hospitality and tourism management at the College of Charleston. The College of Charleston and its School of Business prides itself on offering innovative experiential learning. Opportunely, the City of Charleston is a premier hospitality and tourism international destination. Charleston has been ranked as the number one destination in the U.S. and even the world. This team-based assignment capitalizes on these instructional philosophies and destination attributes. The objective of this assignment is to engage the student a first-hand, in-depth, and real-world understanding of hospitality and tourism industries. The assignment will analyze, from a business and trend perspective, one of the principal industry segments.

Guest Speaker Q&A
Through preparation of a series of targeted questions, referencing an objective or set of objectives of a given guest speaker, the student will formulate a knowledge base and subsequent perception regarding the hospitality and tourism marketplace. There will be seven guest speakers. The lowest grade is dropped.

Mystery Shopper Service Assignment
Students will visit a local restaurant and evaluate its service through the lens of the tourism service theories covered in class and the readings. May be done alone or with another student in the class.

Class Preparation:
Students are expected to read and prepare before class time. Class topics and the dates are posted in the course the calendar. Please come to class prepared and ready to contribute.
**Team Process**
HTM organizations have asked the academy to prepare students for the increased team emphasis found in today's workplace. Team-based learning has been shown to promote enhanced academic achievement. The class will be divided into teams of typically three-four students each.

All assignments submitted for the team must include the participating team members’ names. Only team members that attend class and/or team meetings and participate in team activities and should be listed on the assignment submissions. Team members will earn the pooled team grade for all team-based assignments (i.e. barring potential peer evaluation penalties).

To eliminate social loafing, free riding or any other individual withholding of effort, students are to exercise the following:
1. Complete a “Team Contract” (see OAKS). The Team Contract should set each team member’s expectations and facilitate communication.
2. Students may submit a peer evaluation at the end of the semester (Form available on request from instructor). The process requires each student to rate the percentage of individual input associated with each team member’s assignment contribution. Should the evaluations suggest a team member is not contributing his or her fair share of the work; their grade can be reduced accordingly at the discretion of the instructor.

*If there a problem with your team’s process or any individual member of your team, REPORT THE PROBLEM TO YOUR INSTRUCTOR AS SOON AS POSSIBLE.*

**Academic Integrity:**
The Honor Code of the College of Charleston will be strictly adhered to in this course.

The Honor Code of the College of Charleston specifically forbids:
- Lying: knowingly furnishing false information, orally or in writing, including but not limited to deceit or efforts to deceive relating to academic work, to information legitimately sought by an official or employee of the College, and to testimony before individuals authorized to inquire or investigate conduct; lying also includes the fraudulent use of identification cards.
- Cheating: the actual giving or receiving of unauthorized, dishonest assistance that might give one student an unfair advantage over another in the performance of any assigned, graded academic work, inside or outside of the classroom, and by any means whatsoever, including but not limited to fraud, duress, deception, theft, talking, making signs, gestures, copying, unauthorized use or possession of study aids, unauthorized reuse of previously graded work, memoranda, books, data, or other information.
- Attempted cheating: a willful act designed to accomplish cheating, but falling short of that goal.
- Stealing: the unauthorized taking or appropriating of property from the College or from another member of the college community. Note also that stealing includes unauthorized copying of and unauthorized access to computer software.
- Attempted stealing: a willful act designed to accomplish stealing, but falling short of that goal.
- Plagiarism: The verbatim repetition, without acknowledgement, of the writings of another author. All significant phrases, clauses, or passages, taken directly from source material must be enclosed in quotation marks and acknowledged either in the text itself or in footnotes/endnotes.
  - Borrowing without acknowledging the source.
  - Paraphrasing the thoughts of another writer without acknowledgement.
  - Allowing any other person or organization to prepare work which one then submits as his/her own.

Penalties for Violations of the Honor Code range up to and include expulsion from the College. Attempted cheating, attempted stealing, and the knowing possession of stolen property shall be subject to the same punishment as the other offenses. Because the potential penalties for an Honor Code violation are extremely serious, all students should be thoroughly familiar with the above definitions and be guided by them.

**Instructor’s Note:**
I consider teaching, working, and learning with scholars such as you, an honor and a privilege. Notwithstanding our various levels of experience, each of us brings a valid contribution to the class. Though I hope to be a worthy resource for each of you; I view my principle function as facilitator of your diverse contributions.