Course Description

Introduction to the hospitality industry and various industry segments such as restaurants, hotels, attractions, and other businesses and organizations that serve individuals as they meet, visit, or celebrate. Includes study of basic management skills and concepts, leadership, marketing, planning, and fundamentals of operation in the hospitality and tourism context.

Course Textbook


Course Learning Objectives

Upon completion of this course, students should be able to:

1. Identify and describe the major leaders and organizations in the hospitality industry.
2. Define the various sectors in the hospitality industry and list the types of operations in each sector.
3. Identify career opportunities in the hospitality industry.
4. Analyze a service situation and evaluate the effectiveness of the interactions.
5. Analyze traits and experience applicable to a career in the hospitality industry.
6. Discuss the advantages and hazards of beverage and gaming management.
7. Explain the similarities and differences between club and recreation management.
8. Describe basic concepts of assembly management and special events planning.
9. Explain the basic management responsibilities common to all types of hospitality operations.
10. Evaluate the importance of management in the hospitality industry, which includes planning, organizing, communicating, motivating, and controlling.
11. Describe the economic importance of the hospitality industry.
12. Identify and describe the interactions of the various components of the industry.
13. Identify the basic performance measures present in the industry.
14. Identify at least three conditions that are present when a manager is regarded as being successful in each of the managerial areas.

Credits

Upon completion of this course, the students will earn three (3) hours of college credit.

Course Structure

1. **Unit Learning Objectives:** Each unit contains learning objectives that specify the measurable skills and knowledge students should gain upon completion of the unit.
2. **Unit Summaries:** Each unit contains an overview, or summary, of the information to be covered.
3. **Reading Assignments:** Each unit contains reading assignments from one or more chapters from the textbook.
4. **Key Terms:** Key terms are intended to guide students in their course of study. Students should pay particular attention to key terms as they represent important concepts within the unit material and reading.
5. **Unit Assessments:** This course contains eight unit assessments, one to be completed at the end of each unit.
6. **Discussion Boards:** Discussion Boards are a part of all CSU term courses. Information and specifications regarding these assignments are provided in the Academic Policies listed in the Course Menu bar.
7. **Unit VII Article Critique**: Information and specifications regarding this assignment is provided in the syllabus.

8. **Ask the Professor**: This communication forum provides you with an opportunity to ask your professor general or course content related questions.

9. **Student Break Room**: This communication forum allows for casual conversation with your classmates.

## Unit VII Article Critique Assignment

**Directions**: Initially review the issues currently occurring in the hospitality industry, such as economic challenges, market competition, staffing needs, and the like. Then select an issue of your choice and search the CSU Online Library for two articles pertaining to hospitality management. The articles should be less than three years old and should exceed three (3) pages in length. Analyze and evaluate the articles as to their relevance in today's marketplace and organize your Article Critique as follows:

- **Part 1** of the critique consists of the identification of the articles. Be certain that you provide readers with enough information about the articles so they will be able to locate the articles.

- **Part 2** presents an abstract of each article in which you briefly summarize the main points the author established.

- **Part 3** offers your actual critique of the articles. You are to provide your reaction (insightful, critical, and logical) to the points the authors made. A simple statement of agreement or disagreement is not sufficient. While you may make such a statement by way of an introduction to your reaction, you must clearly and logically state the reasons for the position you have taken toward the data presented within the articles.

Required length of your paper: minimum of 1,000 words. Use APA formatting and documentation. You should begin work on this assignment during Unit V.

This assignment will constitute 20% of your course grade and is due at the completion of Unit VII.

Submit your paper by uploading it through the link provided in Unit VII. **Do not e-mail your paper directly to your professor.** Your university record will automatically be updated to indicate you have submitted your paper, and the paper will be sent to your professor for grading.

## APA Guidelines

CSU requires that students use the APA style for papers and projects. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed. A document titled “APA Guidelines Summary” is available for you to download from the APA Guide Link, found in the Learning Resources area of the myCSU Student Portal. It may also be accessed from the Student Resources link on the Course Menu. This document provides links to several internet sites that provide comprehensive information on APA formatting, including examples and sample papers.

## CSU Grading Rubric for Papers/Projects

The course papers will be graded based on the CSU Grading Rubric for all types of papers. In addition, all papers will be submitted for electronic evaluation to rule out plagiarism. Course projects will contain project specific grading criteria defined in the project directions. To view the rubric, click the Academic Policies link on the Course Menu, or by accessing the CSU Grading Rubric link, found in the Learning Resources area of the myCSU Student Portal.

## Communication Forums

These are non-graded discussion forums that allow you to communicate with your professor and other students. Participation in these discussion forums is encouraged, but not required. You can access these forums with the buttons in the Course Menu. Instructions for subscribing/unsubscribing to these forums are provided below.

Click here for instructions on how to subscribe/unsubscribe and post to the Communication Forums.
Ask the Professor

This communication forum provides you with an opportunity to ask your professor general or course content questions. Questions may focus on Blackboard locations of online course components, textbook or course content elaboration, additional guidance on assessment requirements, or general advice from other students.

Questions that are specific in nature, such as inquiries regarding assessment/assignment grades or personal accommodation requests, are NOT to be posted on this forum. If you have questions, comments, or concerns of a non-public nature, please feel free to email your professor. Responses to your post will be addressed or emailed by the professor within 48 hours.

Before posting, please ensure that you have read all relevant course documentation, including the syllabus, assessment/assignment instructions, faculty feedback, and other important information.

Student Break Room

This communication forum allows for casual conversation with your classmates. Communication on this forum should always maintain a standard of appropriateness and respect for your fellow classmates. This forum should NOT be used to share assessment answers.

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Unit Assessments (8 @ 8%)</td>
<td>64%</td>
</tr>
<tr>
<td>Discussion Board (8 @ 2%)</td>
<td>16%</td>
</tr>
<tr>
<td>Article Critique</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Course Schedule/Checklist (PLEASE PRINT)

The following pages contain a printable Course Schedule to assist you through this course. By following this schedule, you will be assured that you will complete the course within the time allotted.
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<table>
<thead>
<tr>
<th>Unit I</th>
<th>Hospitality Spirit and Tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Review:</strong></td>
<td>□ Unit Study Guide</td>
</tr>
<tr>
<td><strong>Read:</strong></td>
<td>□ <strong>Chapter 1:</strong> Hospitality Spirit</td>
</tr>
<tr>
<td></td>
<td>□ <strong>Chapter 2:</strong> Tourism</td>
</tr>
<tr>
<td><strong>Discuss:</strong></td>
<td>□ <strong>Discussion Board Response:</strong> Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)</td>
</tr>
<tr>
<td><strong>Submit:</strong></td>
<td>□ <strong>Assessment</strong> by Tuesday, Midnight (Central Time)</td>
</tr>
</tbody>
</table>

Notes/Goals:

<table>
<thead>
<tr>
<th>Unit II</th>
<th>Lodging</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Review:</strong></td>
<td>□ Unit Study Guide</td>
</tr>
<tr>
<td><strong>Read:</strong></td>
<td>□ <strong>Chapter 3:</strong> The Hotel Business</td>
</tr>
<tr>
<td></td>
<td>□ <strong>Chapter 4:</strong> Rooms Division Operations</td>
</tr>
<tr>
<td></td>
<td>□ <strong>Chapter 5:</strong> Food and Beverage Operations</td>
</tr>
<tr>
<td><strong>Discuss:</strong></td>
<td>□ <strong>Discussion Board Response:</strong> Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)</td>
</tr>
<tr>
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<td>□ <strong>Assessment</strong> by Tuesday, Midnight (Central Time)</td>
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</tbody>
</table>

Notes/Goals:
## BHM 3010, Introduction to Hospitality

### Course Schedule

<table>
<thead>
<tr>
<th>Unit III</th>
<th>Restaurants</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Review:</strong></td>
<td>□ Unit Study Guide</td>
</tr>
</tbody>
</table>
| **Read:** | □ Chapter 6: The Restaurant Business  
□ Chapter 7: Restaurant Operations |
| **Discuss:** | □ Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
□ Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time) |
| **Submit:** | □ Assessment by Tuesday, Midnight (Central Time) |

**Notes/Goals:**

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<table>
<thead>
<tr>
<th>Unit IV</th>
<th>Managed Services and Beverages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Review:</strong></td>
<td>□ Unit Study Guide</td>
</tr>
</tbody>
</table>
| **Read:** | □ Chapter 8: Managed Services  
□ Chapter 9: Beverages |
| **Discuss:** | □ Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
□ Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time) |
| **Submit:** | □ Assessment by Tuesday, Midnight (Central Time) |

**Notes/Goals:**
## Unit V
### Recreation, Gaming Entertainment, Assembly Management, and Special Events

<table>
<thead>
<tr>
<th>Review:</th>
<th>Unit Study Guide</th>
</tr>
</thead>
</table>
| Read: | **Chapter 10**: Recreation, Theme Parks, and Clubs  
| | **Chapter 11**: Gaming Entertainment  
| | **Chapter 12**: Meetings, Conventions, and Expositions  
| | **Chapter 13**: Special Events |
| Discuss: | **Discussion Board Response**: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
| | **Discussion Board Comment**: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time) |
| Submit: | **Assessment** by Tuesday, Midnight (Central Time) |

### Notes/Goals:

## Unit VI
### Leadership Management and Planning

<table>
<thead>
<tr>
<th>Review:</th>
<th>Unit Study Guide</th>
</tr>
</thead>
</table>
| Read: | **Chapter 14**: Leadership and Management  
| | **Chapter 15**: Planning  
| | **Chapter 16**: Organizing |
| Discuss: | **Discussion Board Response**: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
| | **Discussion Board Comment**: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time) |
| Submit: | **Assessment** by Tuesday, Midnight (Central Time) |

### Notes/Goals:
## Course Schedule

### Unit VII: Organizing and Communication and Decision Making

**Review:**
- Unit Study Guide

**Read:**
- Chapter 16: Organizing
- Chapter 17: Communicating and Decision Making

**Discuss:**
- Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- Assessment by Tuesday, Midnight (Central Time)
- Article Critique by Tuesday, Midnight (Central Time)

### Unit VIII: Human Resources and Control

**Review:**
- Unit Study Guide

**Read:**
- Chapter 18: Human Resources
- Chapter 19: Control

**Discuss:**
- Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- Assessment by Tuesday, Midnight (Central Time)

Notes/Goals: