



COURSE SYLLABUS

Please read this syllabus in its entirety. It is a part of the course content. Further, it is important that you understand what is required in this course and the time frames for completing assignments and activities.

SECTION 1: COURSE INFORMATION

Course Number & Name: HFT 1000 - Intro to Hospitality/Tourism

CRN: 11631

Course Credit Hours: 3

Semester: Spring 2020

Department/Program: Professional Studies

Meeting Times/Location: Mondays 5:30pm – 8:15pm - Sugden Resort & Hospitality

Mgt/Room 110

Format: Classroom

Instructor Name: Patsy Carbone

Office Location: Naples Beach Hotel & Golf Club, Inc.

Contact Information: 239-435-4363

Office Hours: Monday thru Friday 9am to 5pm

Prerequisites: None

Course Description: The many different segments of the hospitality and tourism industry are discussed. Scope, size and industry trends are examined. Theories, examples and industry case studies are used to provide students with examples of problem solving of management. Basic industry terminology and management concepts are studied. The important role of service is stressed. Class open to Freshmen and Sophomore students

Required Text Hospitality, An Introduction, Sixteenth Edition, *Robert a. Brymer*, ISBN 978-1-4652-9924-6.

Course Website (CANVAS):

Supplemental Reading: None

SECTION 2: MISSION, LEARNING OUTCOMES, & MEASUREMENTS

A. PROGRAM MISSION

“The mission of the Resort and Hospitality Management program is to provide students with core competencies and experiential learning opportunities in preparation for successful management careers and leadership roles in the resort and hospitality industry and to instill values of lifelong learning and community service.”

B. PROGRAM LEARNING OUTCOMES (PLOs)

Upon successful completion of the program students will be able to:

1. Illustrate proficiencies and skills relevant to the operational areas of Resort and Hospitality Management
2. Apply effective communication skills
3. Evaluate information and make decisions using critical thinking and problem solving skills.
4. Apply ethical reasoning and professional judgment.

COURSE LEARNING OUTCOMES

At the completion of this course, students should be able to:

1. Students will have identified and demonstrated skills relevant to the operational areas of Resort and Hospitality Management.
2. Students will have gained hands on and real world experiences necessary to become successful Hospitality professionals.
3. Students will have been exposed to effective communications methods.
4. Students will have evaluated information and made decisions using critical thinking and problem solving skills.
5. Students will have opportunities to develop an awareness of the importance of customer service, ethical values, and strategic thinking and planning.

C. MEASUREMENTS OF STUDENT LEARNING OUTCOMES

When assessing the learning outcomes below, if a student answer correctly **85 - 100 percent** of the questions used to assess their learning outcomes then the student **EXCEEDS EXPECTATIONS**. With **70 – 84** percent score the students will **MEET EXPECTATIONS**. If the students obtain **less than 70 percent** then their performance are **BELOW EXPECTATIONS**.

ALC/ILO/ PLO Learning Objectives	Course Learning Outcomes	Assessment Use To Measure Outcomes
Content/Discipline Knowledge & skills ILO1 & 3, PLO1 & 4 ILO1 & 3, PLO1 & 4 ILO1 & 3, PLO1 & 4 ILO1 & 3, PLO1 & 4	1. Students will have identified and demonstrated skills relevant to the operational areas of Resort and Hospitality Management. 2. Students will have gained hands on and real world experiences necessary to become successful Hospitality professionals.	Virtual Tours, textbook
	3. Students will have been exposed to effective communications methods.	SWOT Analysis textbook
Communication ILO2 & 3, PLO3& 4	4. Students will have evaluated information and made decisions using critical thinking and problem solving skills.	Chapter Assignments
Critical/Analytical Thinking ILO1 & 3, PLO1 & 4	5. Students will have opportunities to develop an awareness of the importance of customer service, ethical values, and strategic thinking and planning.	Research Paper, Textbook, Presentation

ALC – Academic Learning Compact (State of Florida requirements)
ILO – University Learning Outcomes
PLO – RHM Program Learning outcomes

SECTION 3: LEARNING OUTCOME EVALUATION METHODS AND GRADING POLICIES

A. Course Grading: assigned based on the total number of points earned on the following assignments:

GRADE COMPONENT	POSSIBLE POINTS	ACTUAL POINTS	CUMULATIVE TOTAL
INDIVIDUAL ASSIGNMENTS			
Mid-Term	20		
Final Exam	20		
SWOT Analysis (3 page interview)	20		
Assignments/In-class participation	20		
Research Paper/Presentation(5 pages in length)	20		
Total Course Points	100		

B. How your final course grade is determined based on percentage points.

Grade	Percentage Range	List Points Range (If Used)
A	93% - 100.0%	
A-	90% - 92.9%	
B+	88% - 89.9%	
B	83% - 87.9%	
B-	80% - 82.9%	
C+	78% - 79.9%	
C	73% - 77.9%	
C-	70% - 72.9%	
D+	68% - 69.9%	
D	63% - 67.9%	
D-	60% - 62.9%	
F	Less than 60.0%	

SECTION 4: TEACHING METHODS, PHILOSOPHY, & MESSAGE TO STUDENTS

A. TEACHING METHODS: Lectures

B. TEACHING PHILOSOPHY : I am currently the Human Resources Director at the Naples Beach Hotel & Golf Club, Inc. I have over 25 years of experience in the field of Human Resources. I graduated from Barry University with a Master of Science Degree in Human Resource Development and Administration.

- C. I have had the pleasure of working at the Naples Beach Hotel for the past 20 years, therefore, I will have a lot of practical hospitality experience to share with you.

My teaching philosophy is to instill learning, make learning exciting, serious, and fun.

D. MESSAGE TO STUDENTS

This course will introduce you to all the elements necessary to achieve a successful career in the field of Hospitality.

SECTION 5: TENTATIVE CLASS SCHEDULE OUTLINED FOR SPRING 2013

WEEK	Due Date	Chapters, Topics, Assignments, & Deadlines
	Jan 6	Chapter 1, Welcome to Hospitality Chapter 2, The Hospitality History Chapter 3, Emerging Trends
	Jan 13	Chapter 4, Hospitality Service Excellence Chapter 5, Industry Trade Associations and Rating Services Chapter 6, Independent and Entrepreneurial Operations
	Jan 20	No Class Martin Luther King Day
	Jan 27	Chapter 7, Chain Operations Chapter 8, Franchising and Referral Organizations Chapter 9, Contract and Asset Management
	Feb 03	Chapter 10, International Companies Chapter 11, Leadership and Ethics Chapter 12, Marketing
	Feb 10	Chapter 13, Managing Revenue and Expenses Chapter 14, Human Resource Management Chapter 15, Facilities, Safety, and Security SWOT Analysis Due Midterm
	Feb 17	Chapter 16, Technology Chapter 17, Law Chapter 18, Career Expectations and Realities, Lodging, Food and Beverage SWOT Presentations
	Feb 24	Chapter 19, Lodging Industry Chapter 20, Hotel Operations Chapter 21, Foodservice Industry Chapter 22, Restaurant Operations Team Assignments
	Mar 2	Spring Break
	Mar 09	Tour
	Mar 16	Chapter 23, Culinary Arts Chapter 24, Beverage Industry Chapter 25, Bar and Beverage Operations, Club, Sports, and Recreation
	Mar 23	Presentations Chapter 26, Private Club Operations Chapter 27, Sports and Recreation Management

Mar 30	Presentations Chapter 28, Spas and Fitness Centers Chapter 29, Sports and Entertainment Centers Chapter 30, Golf Management Chapter 31, Sports, Medicine, and Tourism Specialty Areas, More Exciting Career Options
April 06	Presentations Chapter 32, Event Management Chapter 33, Meeting and Convention Management Chapter 34, Casinos Chapter 35, Attractions Management Review for Final Exam
April 13	Presentations Chapter 36, Cruise Ships Chapter 37, Senior Service Management Chapter 38, Healthcare Service Excellence Chapter 39, Management Consulting Chapter 40, Real Estate Chapter 41, Teaching Research, and Service
April 20	Final Exam

“The instructor reserves the right to amend the tentative schedule as deemed necessary.”

SECTION 6: CLASSROOM FORMAT, POLICIES, MANAGEMENT STATEMENT

A. CLASS ROOM FORMAT

B. CLASSROOM POLICIES - All assignments must be turned in by the deadline unless approved in advance by the instructor.

SECTION 7: UNIVERSITY & COLLEGE STANDARDS & POLICIES

Academic Behavior Standards and Academic Dishonesty - All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the **FGCU Student Guidebook** under the “Student Code of Conduct” on page 11, and “Policies and Procedures” sections on pages 18 - 24. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>

Copyright – The university requires all members of the university community to familiarize themselves and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under university policies.

Disability Accommodations Services - Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall 137. The phone number is 239 - 590 - 7956 or TTY 239 - 590 - 7930

University Policy about Student Observance of Religious Holidays - All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

<http://www.fgcu.edu/generalcounsel/files/policies/4.005%20Student%20Observance%20of%20Religious%20Holidays.pdf>

Grading Policies and Grading Systems - The grading system at FGCU is described in the FGCU Catalog and is overseen by the Office of Planning and Institutional Performance.

(<http://www.fgcu.edu/catalog/>)

In accordance with FERPA (Family Educational Rights and Privacy Act, 1974), grades may not be announced in class or displayed in any public view by use of the Student ID number (or social security number) in a paper or electronic format. Electronic display format includes email or a web-based environment such as Angel.

SECTION 7: UNIVERSITY & COLLEGE STANDARDS & POLICIES CONT.

Retention of Papers, Tests, Student and Class Records - University policy dictates that any materials, hardcopy or electronic, that contribute to the determination of a course grade be maintained by individual faculty for one full academic year after the end of the semester. In addition, departments/programs must maintain all records pertinent to grades for any faculty no longer with the university.

Eagle Mail - is Florida Gulf Coast University's student e-mail system. Your FGCU Eagle Mail account **MUST** be activated. If you are a first time student, you will need your PIN and Student ID, both of which are assigned at registration.

- If you don't know your PIN, you will need to go to the Registrar's office to retrieve it.
- To activate your account, **visit <http://admin.fgcu.edu/IS/applications/studentaccts/activate.asp>**.
- The CANVAS (**at <http://elearning.fgcu.edu>**) will be used as the primary application for learning and communication. Additional course information may be distributed via Eagle Mail, so make sure you know how to retrieve your Eagle mails, and check it very frequently (**at least once a day**).
- Log in to CANVAS at **<http://elearning.fgcu.edu>**. You need to use FGCU Eagle Mail account and password to log in.
- Assignments, instructions, and other course information on CANVAS are integral components of the course material and are hereby incorporated as part of this syllabus.

The FGCU Writing Center - assists student writers through free, accessible, learning-based writing consultations. Our primary goals are to help students improve their abilities to think independently, to write critically, and to learn and implement strategies that will assist them in producing effective writing assignments. Consultants help writers with brainstorming, formulating a clear thesis, developing their ideas, and revising. Writing Center sessions are designed to assist writers in improving their ability to revise independently. Writing Consultants also help writers identify issues of style and mechanics; however, **they do not edit or proofread**. The Writing Center is located in Library West, 202C. Library West is not accessible from the main Library building (Library East). Phone: 239/590-7141