

FCS 2700, Introduction to Hospitality
©Betsy A. Pudliner, PhD
Fall 2012 Syllabus
The Hospitality Industry

Instructor: Dr. Betsy A. Pudliner

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Class Meeting Time: T, TH 2-3:15pm; 2321 Klehm Hall

Office Hours: Tuesday & Thursday: 10:15am-12:15pm; Wednesday, 11:00-12 Noon

Please note that I may or may not be in my office at other times due to conducting research and service activities. It is best to email to make an appointment or stop in during regularly scheduled office hours. Please note no emails will be read or answered after 5pm M-F. I will not be checking my emails on weekends.

Website: <http://ux1.eiu.edu/~bpudliner/mobile/classes/2700.html>

Textbook: Introduction to Hospitality (5thEdition) by John Walker; published by Prentice Hall (2009)

Course Description:

Overview of the hospitality industry with focus on career opportunities, organizational structures in various types of hospitality services, human relationship skills needed for success in hospitality services, and establishing and maintaining standards. This is a writing intensive course.

Course Objectives:

Upon completion of the course, the student will:

- Have a basic understanding of the size, scope, and inter-relatedness of the tourism and hospitality component industries.
- Be able to describe kinds of operations, organizations, and management practices in the industry.
- Begin to develop the service perspective necessary for success in the industry.
- Be able to describe career options within the tourism and hospitality industries.
- Be familiar with major public and private organizations that provide entry level management positions.
- Understand the differences in ownership formats in hospitality businesses, including franchising, contracted, sole proprietorship, partnerships, and corporations.
- Understand the social responsibilities that operators and managers of hospitality businesses have to customers, employees, competitors, communities and the environment.
- Be able to describe issues and trends that impact or drive the industry.

- Practice communication, team work, interpersonal and critical thinking skills needed to be successful as a manager in the hospitality sector of the tourism industry.

Course Policies

- Be in class and be on time. Attendance is expected, and homework and/or problems cannot be turned in if you are not here. There will be no extensions of assignments unless approved in accordance with Academic Policy.
- Read the chapters before class; I will not read the book to you. A schedule is included as part of this syllabus
- Turn off all cell phones and any other noise making devise before coming into class
- Don't do homework from other classes in this class (this includes reading the newspaper). Don't do homework for this class in other classes either
- Be respectful of those around you. Do not be a distraction during exams. You may work (and will be encouraged to do so) with other students while completing most in class activities
- Be prepared for the case studies. These can be a good learning experience and away to boost grades if everyone is prepared and participates

Evaluation: This course is designed to introduce you to the various career opportunities within the grown hospitality and tourism industry. A variety of learning and evaluation will be used, which may include group work, site visits, guest speakers, oral and written reports, letters, case studies, journals, and role plays. The hospitality industry is diverse and to be successful one needs to acquire a diverse set of skills as well as sound knowledge base. Therefore, only half of the final grade is based upon examinations. Semester grades will be earned based on the following:

Exams (2@100 points each)

Case Studies (3@50 points each)

Career Plan, evaluation 100 pts

Issues and Trends Evaluations 50pts

Industry News Evaluation 50

In class and misc. activities 10-25 pts/ea

Exams Exams will cover information from the book as well as information presented in class. Exams contain both objective and subjective items. Note the exam dates on the schedule and plan accordingly. The exam may or may not include multiple choice, short answer and/or essay questions.

Grade Scale:

90-100% A

80-89% B

70-79% C

60-69%

59% below F

Due Dates, Late Assignments, Missed Quizzes and Tests

All due dates, late assignments, missed quizzes and tests are clearly indicated in the written syllabus distributed on the first day of class. It is the student's responsibility to keep track of when assignments are due, and turn them in on the date due whether the professor expressly requests them in class or not.

All assignments will be accepted for full credit either during class or until 4:30pm on the date they are due, whichever is later. No email submissions of assignments will be accepted. If assignments are handed in after the due date, there will be a time-penalty as per the grading form used to mark the assignment. No make up for in-class assignments unless a valid, university approved excuse is in effect. Keep a copy of all assignments.

Course Format:

Class will consist of lectures, discussion, and other opportunities to demonstrate your mastery of the course material (e.g., tests). It is vital that you attend class and have read the day's assignment so as to participate readily in class discussions.

Plagiarism: These are considered to be serious violations of academic and ethical standards and will be dealt with according to departmental and university policy. The integrity of an academic community necessitates the full and correct citation of ideas, methodologies, and research findings to the appropriate source. Academic honesty is essential to ensure the validity of the grading system and to maintain a high standard of academic excellence. The principle violations of academic honesty are cheating and plagiarism. Cheating includes the unauthorized use of certain materials, information, or devices in writing examinations, or in preparing papers or assignments. Any student who aids another student in such dishonesty is also guilty of cheating. Other possible forms of cheating include submitting the same work in more than one class without permission, and fabricating or altering references. Plagiarism is the presentation of ideas, words, and opinions of someone else as one's own work. Paraphrased material, even if rendered in the student's own words, must be attributed to the original of the thought.

If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Disability Services (ODS). All accommodations must be approved through ODS. Please stop by Ninth Street Hall, Room 2006, or call 217-581-6583 to make an appointment.

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Calendar

Tentative

Week	Administrative	Topics	In-Class Exercises
1	Introduction, Syllabus	Chapter 1, Chapter 2	The business environment
2	The tourism system	Chapter 3	100 Questions, videos
3	Tourism Region	Trends and Issues	Case Study 1 (video)
4	Lodging	Chapter 4, Chapter 5	Career Plan
5	F&B	Chapter 6, 7 & 8 & 10	Management Processes in depth
6	F&B, Services	Chapter 8	

		Chapter 9	
7	Recreation	Chapter 11	Case Study 2
8	Company Research		
9	Gaming Industry, Meetings	Chapter 12 & 13 Mid-term handed out	
10	Operations	Chapter 13	
11	Operations	Chapter 14	
12	Operations	Chapter 15	Case Study 3
13	Operations	Chapter 16, 17	
14 Thanksgiving Week, no class			
15	Operations	Chapter 18	
16	Final exam	Wrap up	

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