



UNIVERSITY of MARYLAND
EASTERN SHORE

SCHOOL of BUSINESS AND TECHNOLOGY
Department of Hospitality and Tourism Management

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COURSE OUTLINE - SYLLABUS

1. GENERAL INFORMATION:

- 1.1 Course: HMGT 101 – Analysis of Hospitality Industry- 3 Credit Hrs.
- 1.2 Meeting Time: TTh: 8:00 A.M. – 9:15 A.M. – Hazel 2040 or On-Line
- 1.3 Instructor: E.P. Boger, DMgt, CHA, FMP, CHE, MIH
- 1.4 Text: (Required) AHLEI- **Courseline Access Code** Or Boger, E.P. (ed.), Introduction to Hospitality & Tourism –AHLEI
- 1.5 Office Hours: MW 10:00a.m. – 2:00 p.m. ; Tue. Th. TBA
- 1.6 **HTM Department Mission and Philosophy:** The mission of the HTM department is to prepare entry level Hospitality Management Professionals with **essential skills** for long term hospitality career Success and industry leadership. The department also fosters research and Service direct application and benefit to the State of Maryland and the global Hospitality industry.
- 1.7 **Disability Statement:** Students capable of success, regardless of their disabilities are admitted to the university. The faculty and staff of the University of Maryland Eastern Shore work cooperatively to assist their students in achieving their educational goals. Moreover, students with disabilities are accommodated in accordance with both federal and state laws. To receive special accommodations for a disability, the student must register with Student Disability Services (SDS) before any accommodations can be granted. At the time of registering for disability services, please bring documentation to support your claimed disability. The documentation must be recent and provided by a licensed professional with expertise in the special disability area. If you have any questions about disability services or accommodations, please contact Dr. Dorling K. Joseph at (410) 621-3446. Student Disability Services (SDS) is located in the Student Services Center (SSC, Suite 2165).

2. **COURSE DESCRIPTION:**

The course provides the student with an understanding of the scope and complexity of the hospitality industry. The student is introduced to the opportunities available and the training necessary to achieve a successful hospitality management career. Laboratory sections and/or field trips are scheduled as needed. (UMES Undergraduate Catalog- (2013-15)

3. **COURSE OBJECTIVES:**

3.1 **General:** To set the stage for a serial hierarchy of hospitality coursework leading to well rounded academic preparation for entry-level management upon graduation.

3.2 **Program Learning Outcomes (PLOs) (#s 1,5,6)**

3.2.1 PLO #1 – Hospitality Attitude - apply the principles of hospitality operations, and utilize professional terminology while exhibiting/demonstrating hospitality professionalism and demeanor.

3.2.2 PLO #5 – Relevant Work Experience- demonstrated high levels of hospitality professionalism and demeanor while accumulating at least 1,000 hours of hospitality/tourism industry work experience with emphasis on managerial skill awareness.

3.2.3 PLO #6 – International/Multicultural Sensitivity- - display high comfort levels of functionality in global hospitality/tourism multicultural customer/guest satisfaction service environments.

3.3 **Course Learning Outcomes (CLOs):** Upon completion of this course, individuals will be able to:

3.3.1 Explain the life style principles associated with a positive hospitality attitude.-2*

3.3.2 Discuss the UMES/HTM Program six-point Graduate Success Profile.-2*

3.3.2 List the various categories and sub-categories of lodging properties and industry leaders. (Critical Analysis and Reasoning, Level 1.1).-1*

3.3.4 Label the food service management raw to ready scale -1*.

3.3.5 Name six (6) leading industry periodical publications and Web sites.-1*

3.3.6 Identify industry leaders in food, lodging, travel/tourism and entertainment sectors of the Hospitality Industry.-1*

3.3.7 Recognize the economic impact of tourism on a destination via the multiplier- 1*

3.3.8 Verbalize the Dynamic Marketing Triangle in basic marketing

situations. - 1*

* Bloom's Taxonomy Learning Level

- 3.4 Critical Analysis and Reasoning (CAR) Level – 1.1
Note activity in section 5.

4. **CONDUCT OF COURSE:**

4.1 **Prerequisites:** None

4.2 **Attendance:** (Reference UMES and HRM Dept. Policy)

4.2.1 Class attendance is compulsory for all students. (On-line, self-paced, all lessons required). Additionally, on-line students will be able to access the class live via the Blackboard Collaborate System or on a delayed basis as desired upon demand.

4.2.2. Each student is permitted a number of "unexcused absences" equal to the number of semester hours the course yields.

4.2.3. "Excused absences" are those absences incurred by the student's participation in college class-sponsored activities. Examples include band, chorale, gospel choir, athletic teams, field trips, etc.

4.2.4. Every student is responsible for informing his/her teacher(s) of impending absence(s) from class when the student has such information beforehand.

4.2.5. For every class period missed beyond the two (3) days allowed a reduction of one (1) letter grade is permitted

Thus, class attendance is paramount. In the service industry, tardiness is not acceptable. Students not present at the beginning of class are counted as absent.

4.3 **Activities:**

4.3.1 Field Assignments

4.3.2 Periodical Reviews (1 page) - One (1) due at exam dates 1, 2, 3, and 4. Review of two (2) different magazines or professional journals dedicated to the Hospitality/Tourism industry and two (2) different websites dedicated to the Hospitality/Tourism Industry.

The following topics must be addressed for each:

- * Professional Audience Targeted
- * History, Publication Cycle, Cost
- * Authorship of Articles (General)
- * Summary of one Article from Year Noted Below:

I – 1974 - print

II – 1978- electronic

III – 1990- electronic

IV –2017- print

Most assignments may be submitted via Blackboard.

4.3.3 Classroom Activities (live and on-line) will feature lecture, discussion, video cases, guest speakers and group exercises.

4.3.4 Homework Exercises. – Generally, there will be a homework exercise posted on Blackboard NLT 12:00 noon Friday (EST). It will be due NLT Noon(EST) Sunday.

4.4 **Academic Honesty:** - See University Handbook for policy and enforcement

5. **FINAL GRADE DETERMINATION:**

In general, students are responsible for all assignments, including guest lecturers, films, textbook reading, handouts, and reports by classmates. Lectures may cover different, but related material. Successful performance requires achievement of all Course Learning Objectives (CLOs)-(3.3) and **CAR** competencies (3.3.3) at the 70% or Acceptable level of performance.

However, final grade will specifically be determined as follows:

Exams (4)	60%
Class Participation & Assignments	15% *
Periodical Reviews (4)	20%
Resume	<u>05%</u>
	100%

100-90% = A

69-60% = D

89-80% = B

59 & below = F

Grades of “C” or above must be earned in major courses.

79-70% = C

Make-up exams are not available.

***Critical analysis and Reasoning (CAR) Assignment. Activity** – Following the unit (Section II) of textbook and class exposure to appropriate technical material, students will individually visit and evaluate a hotel’s market characteristics with respect to a standardized checklist. Performance Level: 70% = Acceptable; 80% = Proficient; 90%+ = Exemplary.

6. **REFERENCES:**

Marshall, L.H.; Rudd, D.P.; Introduction to Casino and Gaming Operations, Prentice Hall, 1996

Bourdain, A, Confessions of an Underground Chef

Hailey, Arthur, Hotel.

Plank, G., Saving the St. George

Brymer, R.A.; Hospitality and Tourism, an Introduction to the Industry, 12th edition, Kendall/ Hunt, Dubuque IO, 2006 (Boger-Chapter 29, International Tourism)

Brymer, R.A.; Hospitality and Tourism, an Introduction to the Industry, 10th edition, Kendall/ Hunt, Dubuque IO, 2004 (Boger-Chapter 21, Attractions Management)

Pizam, Lewis, Manning, (Ed), Practice of Hospitality Management, I-AVI, 1982 & II-AVI-1986 (Boger: Chapter 43- Cruise Ship Marketing & 19- Interactive Video Systems)

Noriega, Mayo, (Ed), Contemporary Approaches to Hospitality & Tourism Management, Wiley, 2005 (Boger: Chapter – 1 – Millennial Trends in African-American Tourism)

7. SCHEDULE OF DATES, TOPICS, AND ASSIGNMENTS

DATE:	TOPIC:	ASSIGNMENT:
I.	THE WORLD OF HOSPITALITY	Boger Textbook
WEEK 1	INTRODUCTIONS & COURSE OUTLINE	Syllabus; Chapter 1-Bio Sketch-EB; Chapter 11; Page 46; PBO - Pre-Test
WEEK 2	TRAVEL & TOURISM INDUSTRY IN PERSPECTIVE	Chapter 2
WEEK 2	HOSPITALITY ATTITUDE	Chapter 3
WEEK 3	HOSPITALITY ATTITUDE	Chapter 3
WEEK 4	CAREER OPPORTUNITIES UMES/HRM- PATHWAY	Chapter 4
WEEK 5	EXAM 1 – Sept.,2017	ALL MATERIAL TO DATE
II.	FOCUS ON THE LODGING INDUSTRY	
WEEK 6	WORLD OF HOTELS	Chapter 5
WEEK 7	THE ROOMS DIVISION	Chapter 5
“	ORGANIZATION AND STRUCTURE OF THE LODGING INDUSTRY	Chapter 5
WEEK 8	GAMING & CASINO HOTELS	Chapter 6
WEEK 9	EXAM 2 - Oct, 2017	ALL MATERIAL TO DATE
		CAR Assignment: Hotel

		Visitation Checklist.
III.	FOCUS ON THE FOOD SERVICE INDUSTRY	
WEEK 10	GROWTH AND DEVELOPMENT OF THE FOOD SERVICE INDUSTRY	Chapter 7
“	ORGANIZATION AND STRUCTURE OF THE FOOD SERVICE INDUSTRY	Chapter 7
WEEK 11	THE MANAGEMENT AND OPERATION OF FOOD SERVICES	Chapter -8
WEEK 12	EXAM 3- Nov, 2017	ALL MATERIAL TO DATE
IV	SUPPORT AREAS IN HOSPITALITY OPERATIONS	
WEEK 13	INTRODUCTION TO THE MEETINGS INDUSTRY	Chapter 9
WEEK 14	MARKETING & SALES	Chapter 10
WEEK 15	ETHICS IN HOSPITALITY MANAGEMENT EXAM 4- Dec, 2017	Chapter 11 ALL MATERIAL TO DATE