



**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 404 – Hospitality Facilities Design Project – 3 Credit Hrs.
- 1.2 Meeting: Time: MWF 2:00 – 2:50 P. M.
- 1.3 Instructor: Karl V. Binns, Ph.D.
- 1.4 Text: Not Required
- 1.5 Office Hours: MW 11:00a.m. – 3:00p.m. ; Tue. Th. 1:00p.m.-4:30 p.m.
- 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 of 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 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 within three years and provided by a licensed professional with expertise in the special disability area. If you have questions about disability services or accommodations, please contact Dr. Dorling Joseph at (410) 621-3446. The Student Disability Services office is located in the Student Services Center (SSC), Suite 2169.

## 2. **COURSE DESCRIPTION:**

In this course the student completes a hospitality facilities design project. The project draws on previous work and includes facility design, market analysis, and budgetary control. Prerequisites: Senior status, FMGT 301, HMGT 303 and HMGT 350. Fall 2015- Spring 2016 Academic Catalog

## 3. **COURSE OBJECTIVES:**

3.1 **GENERAL:** Prepares students to start a new business by developing a thorough written business plan, conducting research for a new product or service.

### 3.2 **Program Learning Outcome (PLO) based (#s 2, 3 ):**

3.2. 1 (PLO) - #2: Marketing Mindedness - Production of graduates enabled to- foster highest levels of hospitality industry customer/guest satisfying experiences via creation and management of marketing plans and integrated supporting documents.

3.2.3 (PLO)- #3: Quantitative Competence - Program Learning Outcome Production of graduates able to -initiate and interpret financial decision making processes and documents necessary for cost effective customer/guest satisfaction management in hospitality establishments

### 3.3 **Course Learning Outcomes (CLOs):** Upon completion of this course the students will be able to:

3.3.1. Analyze basic architectural drawings and related hospitality facility 4\*

3.3.2 Design solutions effectively with hospitality equipment suppliers, architects, consultants contractors. 5\*

3.3.3 Apprise a hospitality facility needs in relation to service and operational requirements, and to match these requirements with the physical resources available -6\*

3.3.4 Analyze factors which influence conceptual planning in general and kitchen layout – 4\*

3.3.5 Conduct a professional oral presentation in a competitive setting and be judged by professionals in the Hospitality field 3\*

3.3.6 Create a written business plan based on market research 5\*  
\*Bloom Taxonomy Learning Level

## 4. **CONDUCT OF COURSE:**

4.1 Prerequisites HMGT 303

#### 4.2 Attendance: & Tardy Policy

Tardiness to class is not only detrimental to the learning process but quite disruptive and unfair to those who make it to class on time regularly. Recurring tardiness shows a lack of respect for the classroom, the instructor, and one's fellow students and will not be tolerated. Therefore, once the door has been shut, you will not be permitted to enter. Under NO circumstances will work commitments, HTM departmental functions, student conferences, and computer or printer failure be an accepted excuse for late submissions. You are advised to back up your work regularly, and near assignment submission dates, you should back up daily. All in-class, out of class assignments, homework, projects, are due on the date assigned in Black Board or if in-class at the beginning of class.

#### 4.21 Black Board submissions Policy:

Your team and individual assignments must be submitted through Black Board. Late assignments will only be accepted under extenuating circumstances defined as:

1. A documented system problem from the office of Instructional Technology
2. University power outage
3. Act of God

#### 4.2.2 Late Assignment Policy

My policy is to NOT ACCEPT Email or late assignments. (Late defined - Any out of class assignments, homework, projects, etc. not turned in at the beginning of class or when requested by the instructor) It is the student's responsibility to turn in the assignments BEFORE the class starts if you will be absent. The reasons for this policy, which I adopt in all of my classes, are quite simple: ""

1. Accepting late assignments is unfair to students who turn their assignments in on time.
2. Simply assigning a penalty (or set of penalties) for late work does not Change the fact, in my experience.
3. In class after class, students who turn in even one assignment late tend to fall behind in the course (even those with the best of intentions)

#### 4.3 Activities:

4.3.1 Weekly team status meeting – You will be asked throughout this project to keep **detailed accurate records of all team meetings**, research sources, data collection and analysis in addition to team collaboration efforts. Please make sure your each team members are aware of and have discussed and agreed upon accountability for submitting journal reports. **Your journal reports must be typed (#10 Arial Font) and submitted through Blackboard on the dates assigned no later than 11:59 pm on the required date. Late or emailed submissions will NOT be accepted.**

*The quality of your submissions will determine your point value.*

**Include each of the 8 section headings with each submission**

1. Your team's number & the date of submission
2. Weekly meeting dates & times, **each time your team meets during the week**

3. Members in attendance
4. Member responsibilities
5. Weekly objectives for each team meeting
6. **Weekly progress towards each objective ( detailed description of what each team member accomplished during the week)**
7. Team Conflicts and strategies used to resolve the problems
8. Sources that you used for any research

4.3.2 Research - Trends in the Hospitality Industry

4.3.3 Mid-Point Project Summary – To allow judges to evaluate your research at the mid-semester

4.3.4 Final Presentation & Written Business Plan

4.3.5 Meeting with the Client

5. **FINAL GRADE DETERMINATION:**

<b>Requirements</b>	
<b>Weekly team status meeting reports - 13 @</b>	130
<b>Team Status meeting Attendance, 11 @ 10 pts</b>	110
<b>Mid-Point Project Summary - Graded by</b>	120
<b>Business Plan Presentation - Graded by</b>	320
<b>Written Business Plan</b>	100
<b>Meet the Client Attendance</b>	20
<b>Total</b>	<b>800</b>

**GRADING SCALE**

800 – 720 – A

719 – 640 – B

639 – 560 – C

559 – 480 – D

479 ----- 0 – F

6. **REFERENCES:**

Kawasaki, Guy (January 21, 2006). The Zen of Business Plans. Retrieved December 8, 2006, from How to Change the World

7. SCHEDULE OF DATES, TOPICS AND ASSIGNMENTS

DATE	TOPIC	ASSIGNMENT:
WEEK 1	Overview of the course	
	Review of Research Methods	
	Individual Team meetings	
	Labor Day Holiday	
WEEK 2	Individual Team meetings	Industry Research
	Individual Team meetings	
WEEK 3	Meet the Client	
	Individual Team meetings	
	Individual Team meetings	
WEEK 4	#1 Team Status Meetings	Report Due
	Individual Team meetings	
	Individual Team meetings	
WEEK 5	#2 Team Status Meetings	Report Due
	Individual Team meetings	
	Individual Team meetings	
WEEK 6	#3 Team Status Meetings	Report Due
	Individual Team meetings	
	Individual Team meetings	
WEEK 7	#4 Team Status Meetings	Report Due
	Individual Team meetings	
	Individual Team meetings	
WEEK 8	#5 Team Status Meetings	Report Due
	Individual Team meetings	
	Individual Team meetings	
WEEK 9	#6 Team Status Meetings	Report Due
	Individual Team meetings	
	Individual Team meetings	
WEEK 10	#7 Team Status Meetings	Report Due
	Individual Team meetings	
	Individual Team meetings	
WEEK 11	#8 Team Status Meetings	Report Due

	<b>Individual Team meetings</b>
	<b>Individual Team meetings</b>
<b>WEEK 12</b>	<b>#9 Team Status Meetings</b>
	<b>Individual Team meetings</b>
	<b>Individual Team meetings</b>
	<b>Individual Team meetings</b>
<b>WEEK 13</b>	<b>#10 Team Status Meetings</b>
	<b>Individual Team meetings</b>
	<b>Thanksgiving Break</b>
<b>WEEK 14</b>	<b>TEAM PRESENTATIONS</b>
<b>WEEK 15</b>	<b>Contingency Presentation Day</b>