



UNIVERSITY of MARYLAND  
EASTERN SHORE

**SCHOOL of BUSINESS AND TECHNOLOGY**  
**Department of Hospitality and Tourism Management**

Richard A. Henson Center, Room 2100  
Princess Anne, Maryland 21853-1299

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**COURSE OUTLINE - SYLLABUS**

**1. GENERAL INFORMATION:**

- 1.1 Course: HMGT 490 HYBRID– Hospitality Research I –  
3 Credit Hrs.
- 1.2 Meeting Time: MWF-11:00am-11:50am
- 1.3 Instructor: Richard Gormley  
[rpgormley@umes.edu](mailto:rpgormley@umes.edu) 410-651-6562, RHC 2108
- 1.4 Text: How to Research 4<sup>th</sup> Edition: Blaxter, Hughes & Tight
- 1.5 Office Hours: M-F 8:00 a.m. - 5:00 p.m.
- 1.6 **HTM Department Mission and Philosophy:** The mission of the Department of Hospitality and Tourism Management (HTM) is to prepare entry level hospitality management professionals with **essential skills** for long term hospitality career success and industry leadership. HRM 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 (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:**

### HMG 490 Hospitality Research I: Catalog Description

This first semester of a two-semester senior-level, project-based hospitality course requires departmental approval and close liaison with the course instructor. The students are assigned approved projects designed to synthesize the learning of other departmentally offered courses. Students write term papers, manage hospitality events, perform accounting and financial analysis, and develop new operating procedures (UMES Undergraduate Catalog 2015-16)

## **3. COURSE OBJECTIVES:**

3.1 **General:** This course is projects centered. It is designed so that senior level students must demonstrate the ability to apply management techniques to actual hospitality events and business activities.

3.2 **Program Learning Outcomes:** This course will address one of the HTM program learning outcomes.

P.L.O. #1 – Production of graduates with ability to – apply the principles of hospitality operations, and utilize professional terminology while exhibiting/demonstrating hospitality professionalism and demeanor

3.3 **Course Learning Outcomes:** Upon completion of this of class the student will be able to:

3.3.1 Evaluate monthly financial and management reports to assess effectiveness of monthly tactics towards the attainment of annual financial goals. (6)\*

3.3.2 Assess issues related to document analysis (6)\*

3.3.3 Combine a mix of monthly budget allocation decisions (facilities, staffing, training, marketing, etc.) in order to produce a positive YTD Net operating Income (NOI) by the end of twelve months for a “simulated” hotel operation (5)\*

3.3.4 Diagram the stages of the research process in the “Spiral Process” (5)\*

3.3.5 Outline major questions to illustrate “thinking methodically about research” (4)\*

\*(Bloom’s taxonomy learning level)

3.4 **Critical Assessment and Reasoning (CAR) level3 this class is a critical thinking:**

Level 3 competency: Demonstrates in writing logical thinking, formulates solutions based on research, understands the conceptual framework of critical thinking

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

4.1 **Prerequisites:** Senior level HRM major or written permission of HRM instructor.

4.2 **Attendance:** Note, UMES/School of Business & Technology Policy)

4.2.1. Class attendance is compulsory for all students.

4.2.2. "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.

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

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:** Five major activities of this course sequence (490-491):

- Approved projects designed to synthesis the learning of other HRM courses
- Written papers, including evaluation, critique and recommendations.
- Manage hotel operations strategies and tactic via HOTS simulation
- Perform accounting and financial analysis
- Develop new operating procedures
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#### 5. **FINAL GRADE DETERMINATION**

In general, students are responsible for all assignments, including meetings, papers and reports. Lectures may cover different materials. However, final grades will be specifically determined as follows, based on max. 670 points

HOTS Project: Introduction 5@10pts	50
HOTS Project: Year One	100
Chapter Discussion Board Exercises @10pts	110
Chapter "Safe-Assigns" @ 10pts	110
Mid Term Exam	100
Final Exam	150
Final HOTS strategy and tactics report	50

#### 6. **REFERENCES:**

7. **SCHEDULE OF DATES, TOPICS, AND ASSIGNMENTS**

<u>Date</u>	<u>Topic</u>	<u>Assignment</u>
Week 1:		
Week 2:	Chapter One	Quiz One
Week 3:	Chapter Two	Quiz Two
Week 4:	Chapter Three	Quiz Three
Week 5:	Chapter Four	Quiz Four
Week 6:	Chapter Five	Quiz Five
Week 7:	Midterm	100 points
Week 8:	Chapter Six	Quiz Six
Week 9:	Chapter Seven	Quiz Seven
Week 10:	Chapter Eight	Quiz Eight
Week 11:	Chapter Nine	Quiz Nine
Week 12:	Chapter Ten	Quiz Ten
Week 13	Chapter Eleven	Quiz Eleven
Week 14		
Week 15		

**Mid-Term Exam**

Wednesday, October 18, 2017

Chapters 1-5

100 points

**Final Exam**

Wednesday, December 13<sup>th</sup> 1:00-2:50pm

As posted UMES Final Exam Schedule

200 points