



U N I V E R S I T Y O F
SOUTH CAROLINA

HRTM 110 J10—Introduction to Hospitality

Wintermester 2020-2021

Fully Online

INSTRUCTOR:

Scott J. Smith, Ph.D., C.M.P.

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Office: Close-Hipp 629

Zoom Office Hours:

Tuesday: 3:00pm-4:00pm

Wednesday: 10:30am-11:30

Required Text: *Exploring the Hospitality Industry 4e*, John R. Walker

Online Learning Module from Pearson \$89

Course Description: Being hospitable has been defined as “*the act of welcoming guest or strangers with warmth and generosity*”. When you welcome someone as your guest, you are asking them to become “*a recipient of hospitality at the home or table of another.*” A guest may not be literally coming into your home or table, but as the frontline representative of the hospitality company that employs you, you are welcoming them with warmth and generosity to a temporary home in a hotel or to a table for a meal in a restaurant.

This course will give students an overview of the vast hospitality industry. We will explore each of the major sectors of this industry (i.e., lodging, food & beverage, gaming, cruise industry, etc.). At the end of this course, students should feel comfortable discussing careers in hospitality; students should be familiar with industry terms and vocabulary; students should have an understanding of the nuances between different industry segments; and students should be prepared to take higher-level hospitality courses within the School of Hotel, Restaurant, and Tourism Management.

Prerequisite: None

Learning Outcomes

The student who successfully completes this course will be able to:

- Explain the role of each sector of the Hospitality Industry and how they are related.
- Identify and define the industry terms and vocabulary.

- Categorize the sources of revenues and associated costs involved in each sector of the Hospitality Industry.
- Identify environmental factors that positively and negatively affect the Hospitality Industry.
- Synthesize and evaluate management strategies utilized in each sector of the Hospitality Industry.
- Categorize the historical progression of the Hospitality Industry and identify areas for growth and expansion.
- Identify which careers are appealing and inventory their own individual knowledge, skills and abilities to determine a match for a viable career path.

General Policies:

Course Format

This is a fully online course. Online classes are not easier than face-to-face lecture classes. To succeed in an online class, students must be extremely motivated and well organized. All course materials are available via Blackboard (“Bb”). Regular Internet access is essential for successful completion of the course.

The typical class structure will consist of learning modules, which include:

PowerPoint Lectures and videos
 Readings
 Online Quizzes
 Online Projects/individual papers
 Final exam

Technology Requirements

Online lectures will be provided on the Blackboard. Therefore, students must have access to the Internet to view/hear lectures. No special software is required. The PowerPoint lecture presentations, links to articles, assignments, quizzes, and rubrics are located on the Blackboard site for the course. To participate in learning activities and complete assignments, students will need:

- Access to a working computer that has a current operating system with updates installed, plus speakers or headphones to hear lecture presentations (transcripts provided);
- Reliable Internet access and a USC email account;
- A current Internet browser that is compatible with Blackboard (Google Chrome is the recommended browser for Blackboard);
- Microsoft Word as your word processing program; and
- Reliable data storage for your work, such as a USB drive or Office365 OneDrive cloud storage.

If a computer does not have Microsoft Word, Office 365 ProPlus package is available to students free of charge and allows them to install Word, Excel, PowerPoint, Outlook, OneNote, Publisher, and Access on up to 5 PCs or Macs and Office apps on other mobile devices including tablets. Office 365 also includes unlimited cloud storage on OneDrive.

To download Office 365 ProPlus, log into your student (University) email through a web browser, choose Settings (top right corner), and select software. If students have further questions or need help with the software, please contact the [Service Desk \(https://www.sc.edu/about/offices_and_divisions/university_technology_services/support/servicedesk.php\)](https://www.sc.edu/about/offices_and_divisions/university_technology_services/support/servicedesk.php).

Course Communication

The instructor will be communicating with students throughout regarding grades and assignments. If you need to get in touch with the instructor, the best method is via email. Generally, I will reply to emails within 24 hours and will provide feedback on assignments within 48 hours. It is your responsibility to ensure that your email accounts work properly in order to receive emails.

Technical Support

If you have problems with your computer, technology, IT-related questions, support, including Blackboard, please contact the Division of Information Technology (DoIT) Service Desk at (803) 777-1800 or submit an online request through the [Self-Service Portal \(https://scprod.service-now.com/sp\)](https://scprod.service-now.com/sp) or visit the [Carolina Tech Zone \(https://www.sc.edu/about/offices_and_divisions/university_technology_services/support/ctz.php\)](https://www.sc.edu/about/offices_and_divisions/university_technology_services/support/ctz.php). The Service Desk is open Monday – Friday from 8:00 AM – 6:00 PM (Eastern Daylight Time). If you are located in the Columbia, SC area, the Thomas Cooper Library at USC has computers for you to use in case you encounter computer issues/problems. If you are not located in the Columbia, SC area, most regional campuses and public libraries have computers for public use.

Academic Success

Successful online learners:

Do not procrastinate;

Are open to sharing professional experiences online;

Have good written communication skills;

Use proactive communication;

Are self-motivated and self-disciplined;

Have a commitment to learning;

Have critical thinking and decision-making skills;

Believe quality learning can take place in an online environment; and

Have good time management skills.

Disability Services

[Student Disability Resource Center \(http://www.sa.sc.edu/sds/\)](http://www.sa.sc.edu/sds/): The Student Disability Resource Center (SDRC) empowers students to manage challenges and limitations imposed by disabilities. Students with disabilities are encouraged to contact me to discuss the logistics of any accommodations needed to fulfill course requirements (within the first week of the semester). In order to receive reasonable accommodations from me, you must be registered with the Student Disability Resource Center (1523 Greene Street, LeConte Room 112A, Columbia, SC 29208, 803-777-6142). Any student

with a documented disability should contact the SDRC to make arrangements for appropriate accommodations.

Student Success Center

In partnership with USC faculty, the Student Success Center (SSC) offers a number of programs to assist you in better understanding your course material and to aid you on your path to success. SSC programs are facilitated by professional staff, graduate students, and trained undergraduate peer leaders who have previously excelled in their courses. Resources available to you in this course may include:

Peer Tutoring: You can make a one-on-one appointment with a [Peer Tutor](#) (www.sc.edu/success). Drop-in Tutoring and Online Tutoring may also be available for this course. Visit their website for a full schedule of times, locations, and courses.

Supplemental Instruction (SI): SI Leaders are assigned to specific sections of courses and hold three weekly study sessions. Sessions focus on the most difficult content being covered in class. The SI Session schedule is posted through the SSC website each week and will also be communicated in class by the SI Leader.

Peer Writing: Improve your college-level writing skills by bringing writing assignments from any of your classes to a Peer Writing Tutor. Similar to Tutoring, you can visit the website to make an appointment, and to view the full schedule of available drop-in hours and locations.

Success Consultations: In Success Consultations, SSC staff assist you in developing study skills, setting goals, and connecting to a variety of campus resources. Throughout the semester, I may communicate with the SSC via Success Connect, an online referral system, regarding your progress in the course. If contacted by the SSC, please schedule a Success Consultation. Success Connect referrals are not punitive and any information shared by me is confidential and subject to FERPA regulations.

SSC services are offered to all USC undergraduates at no additional cost. You are invited to call the Student Success Hotline at (803) 777-1000, visit the [SSC website](#) (www.sc.edu/success), or stop by the SSC in the Thomas Cooper Library on the Mezzanine Level to check schedules and make appointments.

Writing Center

[Writing Center \(http://artsandsciences.sc.edu/write/university-writing-center\)](http://artsandsciences.sc.edu/write/university-writing-center)

This course has many of writing assignments. The University Writing Center is an important resource you should use! It's open to help any USC student needing assistance with a writing project at any stage of development. The main Writing Center is in Byrnes 703.

Library Resources

[Library Resources \(http://library.sc.edu\)](http://library.sc.edu)

The university library has great resources for finding out how to cite materials in your projects. Remember that if you use anything that is not your own writing or media (quotes from books, articles, interviews, websites, movies – everything) you must cite the source in MLA format.

Blackboard and Technology

[Blackboard and Technology](#)

[\(http://www.sc.edu/about/offices and divisions/university technology services/\)](http://www.sc.edu/about/offices_and_divisions/university_technology_services/)

As a student in this course, you have access to support from the Division of Information Technology (DoIT) for Blackboard and computer issues. The service desk can be reached at 803-777-1800.

Counseling Services

[Counseling Services](#)

[https://sc.edu/about/offices and divisions/student health services/medical-services/counseling-and-psychiatry/index.php](https://sc.edu/about/offices_and_divisions/student_health_services/medical-services/counseling-and-psychiatry/index.php): The University offers counseling and crisis services as well as outreach services, self-help, and frequently asked questions.

Academic Integrity

You are expected to practice the highest possible standards of academic integrity. Any deviation from this expectation will result in a minimum academic penalty of your failing the assignment, and will result in additional disciplinary measures. This includes improper citation of sources, using another student's work, and any other form of academic misrepresentation.

The first tenet of the Carolinian Creed is, "I will practice personal and academic integrity."

Below are some websites for you to visit to learn more about University policies:

[Carolinian Creed \(http://www.sa.sc.edu/creed\)](http://www.sa.sc.edu/creed)

[Academic Responsibility \(http://www.sc.edu/policies/staf625.pdf\)](http://www.sc.edu/policies/staf625.pdf)

[Office of Student Conduct and Academic Integrity](#)

[\(https://www.sa.sc.edu/academicintegrity/\)](https://www.sa.sc.edu/academicintegrity/)

[Network Guidelines for Responsible Computing](#)

[http://www.sc.edu/about/offices and divisions/university technology services/policies_procedures/networkguideline.php](http://www.sc.edu/about/offices_and_divisions/university_technology_services/policies_procedures/networkguideline.php)

Assessment and Grading:

Students will be evaluated on the basis of achievement in several different areas. There will be no provisions to assist a student in last minute grade recovery.

ASSIGNMENTS:

FIRST AND SECOND (FINAL) PAPER ASSIGNMENT:

Each student will submit two papers for homework assignments. The first paper is due **by midnight, January 1st, 2021** and the topic is “**Why I am taking this class and what areas of Hospitality Industry I am interested in**”. The second (final) paper is due on **by midnight, January 14th, 2021** and the topic is “**What career I would pursue in the Hospitality Industry and why**”. Both assignments must be word processed (double space) in APA or MLA format using 12 point, Times New Roman font. Both papers must be sent via email to the instructor at: ssmith1@mailbox.sc.edu prior to the assignment deadline. Each assignment must include a cover page and a reference page with a minimum of two citations. One citation must be from the class textbook. The minimum length of the assignment is three full pages (not including the cover or reference page). Spelling, grammar and proper citation are to be presented at an undergraduate college level and will be graded accordingly. Assignments must be emailed to the professor prior to the deadline in a Microsoft Word document. Plagiarism will result in an F for the assignment and the student will be report to the Office of Academic Integrity.

MIDTERM AND FINAL EXAMS:

The mid-term and final exams will be comprised of multiple choice type questions taken from assigned readings and online materials. The mid-term exam will cover modules 1-6 and chapters 1, 2, 3, 4, 5, 7, & 8. The final exam will cover modules 7-11 and chapters 8, 9, 10, 11, 12 & 13. The exams will be completed through, Blackboard. Test questions/answers are randomly displayed and drawn from a substantial test banks. EACH STUDENT WILL BE ALLOWED TWO OPPORTUNITIES/ATTEMPTS TO TAKE BOTH THE MID-TERM AND FINAL EXAMS. Students who are satisfied with their first exam results do not have to take the same exam for the 2nd attempt. The Mid-Term exam is comprised of 40-50 questions and the Final exam is comprised of 40-50 questions. Both exams have a 60 minute time limit and students will not be allowed to pause the exam once it has begun. Both exams are comprised of questions from both the chapter readings and the quizzes.

ONLINE MODULE QUIZ: At the completion of each MyHospitalityLab assignment/module you will be required to complete a quiz. Students may take the quiz as many times as needed to complete the assignment, with the highest score being recorded on the grade book. Quizzes that are assigned in the first half of the class will not be available after **January 6th** and the highest score for each will be assigned in the grade book after that date. **ALL QUIZES FOR MODULES 1-3 MUST BE COMPLETE BEFORE YOU WILL BE ABLE TO ACCESS THE MID-TERM EXAM. ALL QUIZES FOR MODULES 4-6 MUST BE COMPLETE BEFORE YOU WILL BE ABLE TO**

ACCESS THE FINAL EXAM. Please plan accordingly so that you do not run out of time to take the quizzes, which will prevent you from taking the Mid-Term or Final exam.

GRADING CRITERIA:

Grading will be based on the following:

First Paper Assignment	20%
Second (Final) Paper Assignment	20%
Mid-term Exam	20%
Final Exam	20%
Online Quizzes MyHospitalityLab	20%
TOTAL	100%

GRADE DISTRIBUTION:

- A= 90% or above
- B+ = 87% - 89%
- B = 80% - 86%
- C+ = 77% - 79%
- C = 70% - 76%
- D+ = 67% - 69%
- D = 60% - 66%
- F = Below 60%

Your grades will be posted on <http://blackboard.sc.edu> within 48 hours.

Schedule

<u>Module</u>	<u>Subject</u>	<u>Location</u>		
			Online Submission Blackboard	1st Paper due- by midnight, January 1st, 2021
Module 1	Chapter 1 Power-point Lecture Hospitality Spirit Narrator: Prof. Kevin Ayers Hospitality Spirit Module	Blackboard Pearson		
Module 2	Chapter 2 Power-point Lecture Tourism Narrator: Dr. Simon Hudson Tourism Module	Blackboard Pearson		
Module 3	Chapter 3 Power-point Lecture Lodging Narrator: Dr. Marketa Kubickova Lodging Module	Blackboard Pearson		
Module 4	Chapter 4 You Tube Lecture Cruising Narrator: Dr. Scott Smith Cruising Module	Blackboard Pearson		
Module 5	Chapter 6 Power-point Lecture Restaurants Narrator: Dr. Robin DiPietro Restaurants Module	Blackboard Pearson		
Module 6	Chapter 8 Power-point Lecture Managed Services Narrator: Prof. Kevin Ayers Managed Services Module	Blackboard Pearson		
Online Exam	Covers Modules 1-6		Midterm Exam (2 attempts allowed)	Must complete by midnight, January 6th, 2021
Module 7	Chapter 9 Power-point Lecture Beverages Narrator: Dr. Sandy Strick Beverages Module	Blackboard Pearson		
Module 8	Chapter 10 Power-point Lecture Clubs Narrator: Dr. Cathy Gustafson Clubs Module	Blackboard Pearson		

Module 9	Chapter 11 YouTube Lecture Theme Parks & Attractions Narrator: Dr. Scott Smith Theme Parks & Attractions Module	Blackboard Pearson
Module 10	Chapter 12 YouTube Lecture Gaming Narrator: Dr. Scott Smith Gaming Module	Blackboard Pearson
Module 11	Chapter 12 Power-point Lecture Meetings Narrator: Mr. Darron Kirkley Meetings Module	Blackboard Pearson

		Online Submission Blackboard		2nd Paper due by midnight, January 14th, 2021
Online Exam		Covers Modules 7-11	Final Exam (2 attempts allowed)	Must complete by midnight, January 16th, 2021