



**Hospitality Management Program
College of Business
Tennessee State University**

Course Syllabus: Introduction to Hospitality Management, MGT XXXX

Course Name: Introduction to Hospitality

Credit Hours: 3

Contact Hours: Monday & Wednesday, 5-6 pm, available by cell phone

Instructor: Thom Druffel, CHA

Instructor Contact Information:

Office: 330 10th Ave, North, Room 1404

Phone: Cell (615) 456-2379

TSU E-Mail: XXXXXXXX

Alternate E-Mail: Druffelthom@MSN.com

Office Hours: 30 minutes before class and after class

Required Textbook & Materials:

Book: Introduction to Hospitality, 5th edition by John R. Walker

Course Description: Introduction to Hospitality is an introductory class to become familiar with the diversity of the hospitality industry and to understand the general organizational structures. You will also become familiar with the many potential careers and opportunities in one of the fastest growing industries in the world. The class will also introduce and apply the skills needed to succeed in the Service and Hospitality Industry. You will see the hotels, restaurants and venues in person and hear directly from Hospitality Professionals to gain a solid understanding of how the industry operates.

Course Objectives:

Upon successful completion of the course, students will be able to:

- Describe the characteristics of the hospitality industry.
- Understand the fundamentals of tourism with economic impact and layers of impact.
- Understand the differences between ownership and development, franchising and management contracts.
- Classify hotels by type, location and price with identifying hotel brands against classifications.
- Understand the responsibilities of rooms' management, careers and responsibilities.
- Understand the responsibilities of the food and beverage operations, careers and responsibilities.
- Understand the characteristics of chain and independent restaurants and identify brands that fall within the classifications.
- Describe restaurant operations for front of the house.
- Understand fundamental operating metrics and tasks necessary to achieve results.
- Identify Managed Services segments, operations and understand trends in industry components.
- Understand various spirit beverages and the ingredients and factors that differentiate them.
- Distinguish between commercial and noncommercial recreation. Understand the segments and driving factors that make up the recreation segment.
- Describe the Gaming Segment and various activities that support it.
- Describe the aspects of meetings and conventions.
- Explain the types of meetings and supportive networks.
- Define a special event and the activities that surround the discipline.
- Identify the characteristics and practices of leaders and managers.
- Describe the importance of marketing to the hospitality industry.
- Develop a strong understanding of human resources and the areas that it relates to hospitality.
- Review the basic role of managerial finance in hospitality operations, including ration analysis, cash management, and budgeting.

Academic Integrity:

Academic honesty and integrity lie at the heart of any educational experience. Students are expected to do their own work and not expected to receive or give assistance during quizzes and examinations. Deliberate violations of academic integrity (plagiarism, cheating, misrepresentation and fabrication of information) will not be tolerated. Actions outlined in the TSU Student Handbook under Code of Student Conduct will be followed for incidents of academic misconduct

Reasonable Accommodations:

Any students requiring accommodations should contact Patricia Scudder, Director of Disabilities-Disabled Student Services Office, at 963-7400, preferably before the fourth class meeting. The College of Business, in conjunction with the Office of Disabled Student Services, make reasonable accommodations for qualifies students with medical disabilities. I need to be aware of your status if it will affect your class activities and before assignments are due.

Code of Student Conduct

There will be no eating, drinking, sleeping or disruptive behavior in the classroom. Each student is encouraged to participate in classroom activities, ask questions and work along with the class through the illustrations and explanations. Additionally cell phones must be turned off upon entering the classroom and should remain turned off until the class has ended. Action will be taken against those students who do not adhere to appropriate classroom behavior.

Attendance and Late Work:

It is important that your attendance and work be consistent and reliable. We will be covering many topics that will not be covered in the book, therefore it will be important that you come to class and engaged in the current topics.. Please discuss any challenges regarding your work or attendance. Thanks you..

Assignments & Evaluation Criteria

Test 1- Chapters 1-5	150 pts
Test 2- Chapters 6-12	150 pts
Test 3- Chapters 12-17	150 pts
Project- Description below	250 pts
<u>Final- Comprehensive</u>	<u>300 pts</u>
Total	1000 pts

Project- Determine an area of the Hospitality Industry that you are interested. Then select and define the product, brand, and position you would be interested in working. Write a report that discusses the reason for the area of interest. Discuss in depth the comparative brands and why the one you selected is best. Make a presentation outlining the targeted job, type of hospitality industry segment and product.

Grading Scale

A- 900+ pts

B- 800-899 pts

C- 700-799 pts

D- 600-699 pts

F- less than 600 pts.

Extra Points will be given for demonstrating Hospitality Service Skills, maximum of 50 pts.

Weekly Schedule

Week1:

Review Semester schedule

Discuss potential logistics of field trips to locations.

Outline and industry job potential

Outline Service behaviors and Class protocol

Week 2

Chapters 1-2 Lecture

Guest Speaker on Rooms Management

Week 3

Chapters 3-4 Lecture

Week 4

Chapter 5 Lecture

Tour Hotels/ F&B operations

Week 5

Chapter 6 lecture

Test Chapters 1-5

Week 6

Review Test 1

Chapter 7 Lecture

Week 7

Chapter 8-9 Lecture, Facility Tour

Week 8

Chapter 10-11 Recreation/Gaming-Lecture

Week 9

Lecture Chapter 12

Test 2- Chapters 6-11

Week 10

Walking Tour Convention Center

Lecture Chapter 13

Week 11

Chapter 14, MCTI and Leadership Models

Week 12

Chapter 15 and speaker-Director of Marketing
Sales skill review

Week 13

Chapter 16-17
Speaker from Human Resource and Accounting/Finance

Week 14

Test 3- Chapters 12-17

Week 15

Presentations and Final Review

Week 16- Final