University of North Texas at Dallas
Spring 2017 – HMGT 3310-010
SYLLABUS for Building Careers in Hospitality Management

Department of	Hospitality	School of	Business

Instructor Name:	**William Ingram**
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Office Hours:	**Tuesday 5-7pm, and Online**

Classroom Location:	*FH 308 and Online*
Class Meeting Days & Times:	**Tuesday 7-10pm and Online**

Course Catalog Description:	Theories of career development to assist students to prepare for entry into the workforce. Topics include skills assessment, resume preparation, interview techniques, and professional development.

Prerequisites:	
Required Text:	**Walker, J.R. 2017. Introduction to Hospitality, 7th Edition. Pearson Publishing.**
Access to Learning Resources:	UNT Dallas Library: phone: (972) 780-1616 web: http://www.untdallas.edu/library email: library@untdallas.edu UNT Dallas Bookstore: phone: (972) 780-3652 web: http://www.untdallas.edu/bookstore e-mail: untdallas@bkstr.com

Course Goals or Overview: The goals of this course are as follows -

This course looks at career opportunities across the many segments of the hospitality industry. Students will evaluate their education, work experience, skills, professional development needs. Students will prepare a resume and personal presentation that will be used while interviewing in real-world scenarios.

Learning Objectives/Outcomes: At the end of this course, students will be able to:

1	Analyze career opportunities across the Hospitality industry.
2	Construct a self-inventory of education, skill-set and experience.
3	Create an 'elevator pitch' that clearly expresses their abilities, experience, and goals.
4	Assemble a 'living' resume that can be modified as their life progresses.
5	Prepare for and participate in a professional interview.
6	Compare professional development opportunities appropriate for their chosen path.
7	Define the different areas of the hospitality industry and skills needed to be successful in each area.

Online/Hybrid Course Outline

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class or via class email or Blackboard announcement. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections.

Week	Date	Topic	Class	Due
1	1/17	Ch. 1 Introducing Hospitality	In Class	Intro Quiz
2	1/24	Ch. 2 The Hotel Business	Online	Q1, Q2
3	1/31	Ch. 3 Rooms Division Portfolio Requirements	In Class	Q3
4	2/7	Ch. 4 Food and Beverage	Online	Q4
5	2/14	Ch. 5 Beverages	In Class	Q5
6	2/21	Ch. 6 The Restaurant Business	Online	Q6
7	2/28	Ch. 7 Restaurant Management	Online	Q7
8	3/7	Midterm	Online	
9	3/14	Spring Break	No Class	
10	3/21	Ch. 8 Managed Services	Online	Q8
11	3/28	Ch. 9 Tourism	Online	Q9
12	4/4	Ch. 10 Recreation, Attractions, and Clubs	In Class	Q10
13	4/11	Ch. 11 Gaming Entertainment	Online	Q11, Portfolio
14	4/18	Ch. 12 Meetings, Conventions, and Expositions Ch. 13 Special Events	Online	Q12, Q13
15	4/25	Ch14. Leadership and Management	Online	Q14
16	5/2	Presentation	In Class	
17	TBD	Final	Online	

Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

Quizzes
Each student will be responsible for completing online quizzes based on each chapter each week. There will be a total of 14 quizzes all worth 2 points each. Questions will be multiple choice, true/false, short answer, and essay.

Midterm
There will be one midterm given this semester. The midterm will cover the first 7 chapters of the book. The midterm will be timed and taken online. Questions will be multiple choice, true/false, short answer, and essay.

Final
There will be one final given this semester. The final will cover chapters 8 through 14 from the book. The final will be timed and taken online. Questions will be multiple choice, true/false, short answer, and essay.

Portfolio
Each student will be required to complete a personal portfolio this semester. There are 8 different components that will need to be completed. Each component will be discussed in class with a grading rubric of what is expected.
- **Resume**
- **Cover Letter**
- **Self-Introduction (60 Second Speech)**
- **S.O.A.R. Stories**
- **Marketing Plan**
- **Thank You Letter**
- **Voice Mail (Typed)**
- **Linked-In Profile**

Presentation
  Each student will be required to give a presentation about themselves at the end of the semester from the information they developed in their portfolio. Each presentation will last about 10 minutes. Students will be required to present in professional business attire.

Grading Matrix:

Activities/Assignments	Value (percentages)
Quizzes (14 @ 2pts each)	28
Midterm	10
Final	10
Resume	10
Cover Letter	5
Self-Introduction	5
S.O.A.R. Stories (2)	6
Marketing Plan	4
Thank You Letter	5
Voice Mail	2
Linked In Profile	5
Presentation	10
Total:	**100%**

Grade Determination
A = 90% or better
B = 80 – 89 %
C = 70 – 79 %
D = 60 – 69 %
F = less than 60%

University Policies and Procedures

Students with Disabilities (ADA Compliance):

Chapter 7(7.004) Disability Accommodations for Students

The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at http://www.untdallas.edu/disability. You may also contact them by phone at 972-338-1777; by email at UNTDdisability@untdallas.edu or at Building 2, room 204.

Blackboard Learn Accessibility Statement:
University of North Texas at Dallas is committed to ensuring its online and hybrid courses are usable by all students and faculty including those with disabilities. If you encounter any difficulties with technologies, please contact our ITSS Department. To better assist them, you would want to have the operating system, web browser and

information on any assistive technology being used. Blackboard Learn course management system's accessibility statement is also provided: http://www.blackboard.com/Platforms/Learn/Resources/Accessibility.aspx

NOTE: Additional instructional technology tools, such as Turnitin, Respondus, Panopto, and publisher cartridge content (i.e. MyLab, Pearson, etc.) may NOT be fully ADA compliant. Please contact our Disability Office should you require additional assistance utilizing any of these tools.

Course Evaluation Policy:
Student's evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

Assignment Policy: (According to the instructor's discretion while working in concert with the division/program's guidelines).

Exam Policy: (Online exams and the ability to retake is solely at the instructor's discretion). NOTE: Online exams may be proctored on campus per instructor's discretion.

Academic Integrity:
Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Academic Integrity at
http://www.untdallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic_Integrity.pdf for complete provisions of this code.

Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

Web-based Plagiarism Detection*:* Please be aware in some online or hybrid courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

Classroom Policies

Online Attendance and Participation:

The University attendance policy is in effect for this course. Class attendance in the Blackboard classroom and participation is expected because the class is designed as a shared learning experience, and because essential information not in the textbook will be discussed in the discussion board. Online presence and participation in all class discussions is essential to the integration of course material and your ability to demonstrate proficiency. .

Attendance for this online or hybrid course is considered when you are logged in and active in Blackboard, i.e., posting assignments, taking quizzes, or completing Discussion Boards. To maintain financial aid award eligibility, activity must occur before the census date of the session or term of the course. Refer to http://www.untdallas.edu/registrar for specific dates. If you are absent/not active in the course shell, it is YOUR responsibility to let the instructor know immediately, upon your return, the reason for your absence if it is to be excused. All instructors must follow university policy 7.005 covering excused absences; however, it is the instructor's discretion, as outlined in the course syllabus, of how unexcused absences may or may not count against successful completion of the course

Inclement Weather and Online Classes: Online classes may or may not be effected by campus closures due to

inclement weather. Unless otherwise notified by your instructor via e-mail, online messaging, or online announcement, students should assume that assignments are due as scheduled.

Online "Netiquette:
In any social interaction, certain rules of etiquette are expected and contribute to more enjoyable and productive communication. Emails, Discussion Board messages and/or any other forms of written communication in the online environment should use proper "netiquette" (i.e., no writing in all caps (usually denotes yelling), no curse words, and no "flaming" messages (angry, personal attacks).

Racial, ethnic, or gender slurs will not be tolerated, nor will pornography of any kind.

Any violation of online netiquette may result in a loss of points or removal from the course and referral to the Dean of Students, including warnings and other sanctions in accordance with the University's policies and procedures. Refer to the Student Code of Student Rights Responsibilities and Conduct at http://www.untdallas.edu/osa/policies. Respect is a given principle in all online communication. Therefore, please be sure to proofread all of your written communication prior to submission.

Diversity/Tolerance Policy:
Students are encouraged to contribute their perspectives and insights to class discussions in the online environment. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate.

Technology Requirements: In order to successfully access the materials in an online or hybrid course, UNT Dallas advises that your computer be equipped with the minimum system requirements.

Blackboard Learn 9.1 is the platform software for this course. Blackboard Learn supports major web browsers such as Windows Internet Explorer, Apple Safari, Mozilla Firefox, and Google Chrome. However, since the latter two are updated continually, some recent versions may not be compatible. If you experience difficulty accessing or using components of the course, try using Internet Explorer. Also, no matter what browser you use, always enable pop-ups. For more information see:

- http://www.untdallas.edu/dlit/ecampus/requirements
- https://blackboard.secure.force.com/publickbarticleview?id=kAB700000008Oom
- https://learn.unt.edu/bbcswebdav/institution/BrowserCheck/check_full.html