

University of North Texas
College of Merchandising, Hospitality & Tourism
Department of Hospitality & Tourism Management
Spring 2013

HMG 2860: Management Foundations in the Hospitality Industry

Course Information

Course Instructor: Dr. Lisa Kennon
Office Location: Chilton Hall 359J
Class Time: Monday 5:30 – 8:20 pm
Office Hours: Wednesday and Thursday 11:00 – 1:00 or by
appointment
E-mail: kennon@unt.edu

*Prerequisite: None
Required Text: Woods, R, & King, J. (2010). *Leadership and management in the hospitality industry* (3rd ed.). Lansing, Michigan: American Hotel & Lodging Educational Institute. (ISBN: 978-0-86612-347-1)

Course Description

2860. Management Foundations in the Hospitality Industry. 3 hours. Introduction to motivation, leadership, communications, decision making, managing employees, ethics, social responsibility, and managing consumer experiences in the hospitality industry by examining service-driven management foundations.

The lectures and readings focus on theories, strategies, and its applications. The projects help students translate newly acquired knowledge into creative management practices in the hospitality industry.

Learning Outcomes (Upon completion of this course, students will be able to):

- Explain principle of management and new management paradigm in the hospitality industry.
- Explain and demonstrate the various management skills (e.g., communication, decision making, coaching, goal-setting, conflict-management, and problem solving) necessary to become a successful hospitality manager.
- Discuss the concepts of attitudes, perception, and learning as they apply to hospitality organizations.
- Demonstrate the various leadership styles, knowledge of ethics and social responsibility in the hospitality industry.
- Discuss the concepts of creativity, innovation, and managing consumer experiences in the hospitality industry.
- Explain the effects and implications of change in the hospitality industry.

Course Format

This course utilizes a combination of lecture, class discussion, interactive activities (team-based learning), field assignments (i.e., case studies), and project. You are encouraged to actively participate in discussions by asking questions and/or providing feedback. Quizzes and assignments will be given frequently throughout the semester.

Exams

Three Exams (Exam I, II, & III) will be given during the semester: each exam will cover about 4 chapters. The lowest one out of THREE Exams (Exam I, II, and III) will be dropped automatically. **Exams** will cover all material presented in lectures, class activities, daily quizzes and assignments, projects, text, reading assignments, guest speakers, and other indicated sources. **The final exam is comprehensive and REQUIRED. No make-up exam** will be given unless arrangements are made with the instructor's approval.

Evaluation

Homework/In-class assignments	10%	50
Class Participation/Attendance with Chapter Quiz	10%	50
Group Project: Business Plan (Application)/Case Study	20%	100
Exam (2 Exams and 1 Final Exam)	60%	300
Total	100%	500

- **HMT Career Expo: Required Attendance March 7).**
- **The lowest exam score out of three Exams (Exam I, II, & III) will be dropped.**
- **Extra Credit** opportunities may occur during the semester and will be announced in class.
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Grading Scale:

A	451 – 500
B	401 – 450
C	351 – 400
D	301 – 350
F	300 and less

DATES	TOPICS / ACTIVITIES	ASSIGNMENTS/EXAMS
Week 1 – Jan 14	Welcome, Introduction	
Week 2 – Jan 21	No Class – MLK Holiday	
Week 3 – Jan 28	Chpt 1, 2 & 3	Read & be prepared for in class activities over chpt 1-3
Week 4 – Feb 4	Complete lecture over chapters. Assign Group Project Review for Exam 1	
Week 5 – Feb 11	Exam over 1, 2 & 3 plus other class content	Exam 1 Group Project Meeting
Week 6 – Feb 18	Chpt 4 & 5	Group Project Meeting
Week 7 – Feb 25	Chpt 6	Group Project Meeting
Week 8 – Mar 4	Exam over 4, 5 & 6 plus other class content	Exam 2 Group Project Meeting
Mar 7	HMGMT Career Expo – required attendance	
Week 9 – Mar 11	Spring Break - Enjoy	
Week 10 – Mar 18	Chapter 7 & 8	Group Project Meeting
Week 11 – Mar 25	Chapter 9, 10 & 11	Group Project Meeting
Week 12 – Apr 1	Complete chapter lecture	Group Project Meeting
Week 13 – Apr 8	Exam over 7-11 plus other class content	Exam 3
Week 14 – Apr 15	Presentations	
Week 15 – Apr 22	Presentations	
Week 16 – April 29	Presentations and Final Exam Review	
Week 17 – May 6	Comprehensive Final Exam Ch. 1-11	
Remember weekly points occur that are not detailed on this weekly guide.		
Schedule is subject to change. Instructor will notify students in class meetings.		

Course Webpage & On-line Communication

The course website is located at Blackboard (Bb) Learn (<https://learn.unt.edu/>). In order to log on to your Bb, you will need your UNT Login and Password. The Learn Bb is intended to enhance class communications, and therefore it **does not** replace regular class sessions and face-to-face appointments with the Instructor.

You are expected to check the site on a regular basis. **Messages may also be sent to your Eagle Connect and this should also be checked regularly.**

Group Project:

The group project consists of several different components is due in class on the designated date. Each student is required to work with **XX** others for the group project. Each group must prepare a binder for the project and build each project component into the binder throughout the semester. At the end of the semester, a complete project must be submitted for a comprehensive grade. Each component submission that misses the deadline time will cause a **10%** deduction from the allocated weight. Guidelines for conducting each project component will be discussed in class and the instructor will provide handouts when appropriate. For the final presentation of project, all group members are required to participate. Each group will be given a maximum number of minutes for the presentation. This means that a good coordination among team members is important for a smooth and consistent participation of each member during the presentation. The presentation must be formal with proper dress. **In the modern business environment, teamwork is one of the most important factors to organizational success. Through this group project, you are expected to learn how to collaborate with coworkers to achieve common objectives: individual projects are not allowed for this reason.**

Course Content

PART I: Changes and Quality

- Chapter 1: Managing Organizational Change
- Chapter 2: The Changing Nature of Leadership and Management
- Chapter 3: The Quest for Quality

PART II: Process and Communication

- Chapter 4: Continuous Improvement – Process and Tools
- Chapter 5: Power and Empowerment
- Chapter 6: Communication Skills

PART III: Successful Career

- Chapter 7: Goal-Setting, Coaching, and Conflict-Management Skills
- Chapter 8: High-Performance Teams
- Chapter 9: The Challenge of Diversity
- Chapter 10: Strategic Career Planning
- Chapter 11: A Look at Ethics

Vision of the Hospitality & Tourism Management Program

To be a global leader in advancing education, creating knowledge, and shaping the hospitality and tourism professionals of the future.

Mission of the Hospitality & Tourism Management Program

Educating students for leadership in the global hospitality and tourism industries and advancing the profession through excellence in teaching, research, and service.

Program Learning Outcomes

Upon graduating with a Bachelor of Science in Hospitality and Tourism Management, students will be able to:

1. Demonstrate basic knowledge of theoretical constructs pertaining to the hospitality and industries.
2. Apply the basic principles of critical thinking and problem solving when examining hospitality and tourism management issues.
3. Apply technical aspects of the hospitality and tourism industry.
4. Demonstrate professional demeanor, attitude, and leadership needed for managerial positions in the hospitality industry.

ACADEMIC REQUIREMENTS

- Students majoring in Hospitality and Tourism Management are required to have a minimum grade point average of at least 2.35 on all courses completed at UNT. First term/semester transfer students must have a transfer grade point average of 2.35.
- A grade of C or above must be earned in each merchandising, digital retailing, hospitality and tourism management course completed in residence or transferred to UNT.
- Academic requirements for graduation with a BS in Hospitality and Tourism Management from the College of Merchandising, Hospitality and Tourism include:
 - A minimum GPA of at least 2.35 on all courses completed at UNT.
 - A grade of C or above in each hospitality and tourism management course completed in residence or transferred to UNT. This includes all courses with prefixes CMHT, HMGMT, MDSE, DRTL and HFMD.
 - A minimum of 2.35 GPA in all work attempted, including transfer, correspondence, extension and residence work.

For additional information regarding requirements and policies, refer to the 2012-2013 Undergraduate Catalog.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility. Please visit <http://financial.aid.unt.edu/satisfactory-academic-progress-requirements> for more information

about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your CMHT academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

ACADEMIC ADVISING

The CMHT Advising Staff recommends that students meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis.

Advising Contact Information (Chilton Hall 385):

CMHT Advising Director

Kelly Ayers

940.565.3518

Please check prerequisites carefully prior to enrolling in courses. Students **MUST** complete all prerequisite courses before enrolling in upper division courses.

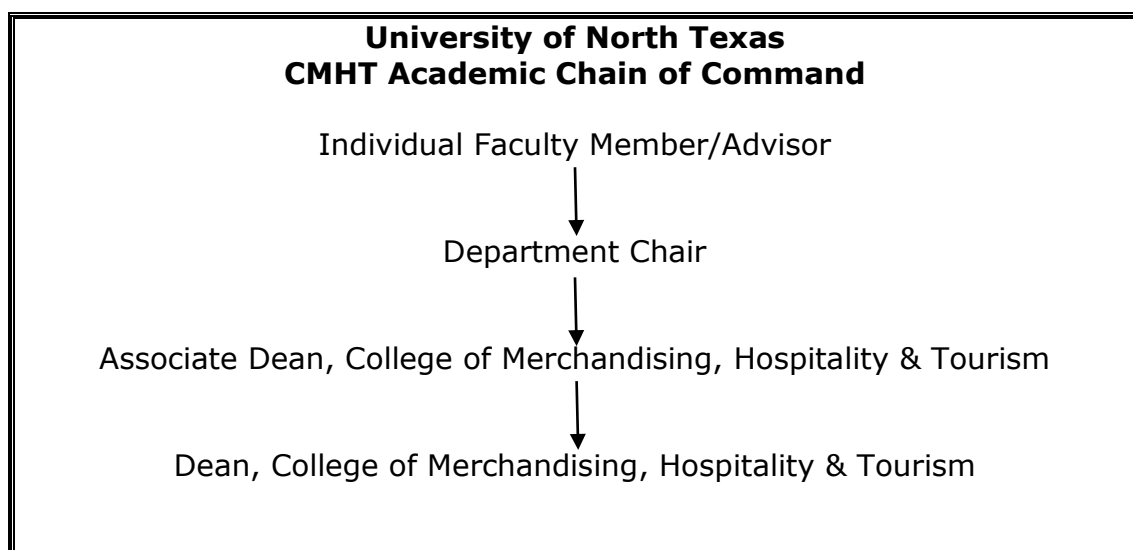
It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through the 12th class day (January 28) to insure you have not been dropped for non-payment.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, etc. CMHT will not be able to reinstate students for any reason after the 12th class day regardless of situation. It is the student's responsibility to ensure all payments have been made.

IMPORTANT Spring 2013 DATES

January 21	Martin Luther King, Jr. Day – University Closed
January 28	Census Date – Students cannot be added to courses for any reason
January 29	Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.
February 4	Graduation applications due
February 25	Beginning this date, instructors may drop students with grade of WF for nonattendance.
March 7	Hospitality Career Expo (required attendance)
March 11-17	Spring Vacation – classes do not meet
March 26	Last day for a student to drop a course with consent of instructor.
April 1	Early registration begins by classification for summer and fall 2013.
April 19	Last day for an instructor to drop a student with a grade of WF for nonattendance.
April 27-May 2	Pre-finals week
May 3	Reading day. No classes.
May 4-10	Finals week.
May 10-11	Commencement – Details to be announced.

ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, you should start with your **individual faculty member and/or advisor** who will then help you navigate the Chain of Command shown below:



OFFICE OF DISABILITY ACCOMMODATIONS

The University of North Texas and the College of Merchandising, Hospitality and Tourism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA 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, ODA 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 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 Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

COURSE SAFETY STATEMENTS

Students in the College of Merchandising, Hospitality and Tourism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission

of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

ACCEPTABLE STUDENT BEHAVIOR

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.deanofstudents.unt.edu

CLASSROOM POLICIES

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://www.unt.edu/csrr/student_conduct/index.html.

The College of Merchandising, Hospitality and Tourism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

TUTORING SERVICES

UNT offers free tutoring services through the Learning Center <http://learningcenter.unt.edu/tutoring>. Please go to the Learning Center website to sign up.

In addition, as their service project, Eta Sigma Delta (ESD) International Hospitality Management Honor Society members have offered their time to tutor Hospitality and Tourism Management students. If you need tutoring, please contact the ESD Tutoring Coordinator at hospitalitytutoring@yahoo.com. Place the following message in the Subject line of the e-mail: URGENT!!! Need Tutoring. In the body of the message, include your cell phone number and the number and name of the class with which you need help. The ESD Tutoring Coordinator will contact a tutor and provide your e-mail information and cell phone information. An ESD tutor will then contact you directly. Please remember that this is a VOLUNTEER service. The ESD students will make every effort to meet your needs, but they may be unable to accommodate your schedule or the specific topic with which you need help. This service is only available during the Fall and Spring semesters; it is not available during the summer sessions.

STUDENT EVALUATION OF TEACHING EFFECTIVENESS (SETE)

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check Eagle Connect or link it to your favorite e-mail account, please so do, as this is where you learn about job and internship opportunities, CMHT events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

COURSES IN A BOX

Any Hospitality and Tourism Management equivalent course from another university must receive prior approval from the CMHT academic advisor to insure that all UNT Hospitality and Tourism Management degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval. This includes "courses in a box" from other educational institutions (HMGT 4250, HMGT 4820, etc.). "Courses in a box" do not meet the UNT Hospitality and Tourism Management degree plan requirements and will not be approved.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in multiple on-campus experiential components for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at www.my.unt.edu. Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure please check your Blackboard Learn course for updates and information.