

**SAM HOUSTON STATE UNIVERSITY**  
**COLLEGE OF HEALTH SCIENCES**  
**DEPARTMENT OF FAMILY AND CONSUMER SCIENCES**  
**COURSE DESCRIPTION**

**FALL, 2017 SEMESTER**

**CLASSROOM LOCATION:** Margaret Lea Houston Building in Room #301

**CLASS MEETING TIMES:** Tuesdays 6:00pm-8:50 pm

**DEPARTMENT:** Family and Consumer Sciences  
College of Health Sciences

**COURSE NUMBER/TITLE:** ***FACS 1331 INTRODUCTION TO HOSPITALITY***  
***3 hours credit***

**CONTACT INFO:** LINDA BONE  
SHSU email address is [hec\\_lsb@shsu.edu](mailto:hec_lsb@shsu.edu)  
Cell Phone (936) 662-4189; I will not have office hours, but can meet before or after class.

**COURSE DESCRIPTION:**

Overview of the Hospitality Industry, which includes restaurants, hotels and resorts, tourism, recreation, attractions, airlines, country clubs, etc. It involves looking at historical perspective, the analysis of the industry in terms of professional opportunities and the outlook of the industry.

**COURSE GOALS:**

1. To invite your interest in the many career opportunities available in the industry.
2. To explore trends that will have an impact on your future in the industry.
3. To provide a global perspective of industry issues, both present and future.
4. To suggest directions for educational and professional development.
5. To share with you the enthusiasm and excitement that is part of the hospitality spirit.

**COURSE OBJECTIVES:**

- A. Explore the history of hospitality through the ages
- B. Name the characteristics of the Hospitality Industry.
- C. Discuss why service has become such an important facet of the hospitality industry.

- D. Define tourism
- E. Trace the five ages (or periods) of tourism.
- F. Describe the economic impact of tourism.
- G. List reasons why people travel
- H. Describe ecotourism
- I. Describe briefly the development of the U.S. lodging industry.
- J. Name some prestigious and unusual hotels.
- K. Draw an organizational chart of the room division of a hotel and identify the executive committee members.
- L. Describe a typical food and beverage director's day.
- M. State the functions and responsibilities of the food and beverage department.
- N. Perform computations using key food and beverage operating ratios.
- O. Describe the history and evolution of Culinary Arts.
- P. Trace the history and development of the restaurant business.
- Q. List factors the influence restaurant concept and marketing.
- R. Identify some of the top chain and independent restaurants.
- S. Explain the difference in controllable expenses and fixed costs.
- T. Outline the functional areas and tasks of a foodservice/restaurant manager.
- U. Suggest appropriate pairings of wine with foods.
- V. Explain a restaurant/bar's liability in terms of serving alcoholic beverages.
- W. Outline the history of the gaming entertainment industry.
- X. Name the main hospitality industry associations.
- Y. Describe the various types of meeting that are conducted.
- Z. Describe the role of a meeting planner.
- AA. Explain the term product life cycle.
- BB. Distinguish the characteristics and attributes of a leader.
- CC. Define leadership.
- DD. Define ethics and apply the importance of ethical behaviors to the hospitality industry.

**TEXT: Walker, John R. Introduction to Hospitality, 7th Edition. Pearson, 2017.**  
**ISBN-13: 9780133762761.**

### **ATTENDANCE POLICY:**

**Regular and punctual attendance is expected.** Each student is allowed two absences during the semester without penalty to the class participation grade. For each absence over the two mentioned above, five (5) points will be subtracted from the class participation grade. **It is the STUDENT'S responsibility to ensure that a tardy is recorded as a tardy and not as an absence!! It is recommended that you save these times for possible illnesses, funerals, etc. since there are no "excused" absences.**

**COURSE EVALUATION:**

Chapter Quizzes-----	20% (average best of 16 of 16)
Mid Term Exam-----	20%
Final Exam-----	20%
Research Presentation-----	20%
Attendance/Tardiness-----	20%

**Total 100% of Final Grade**

**POLICIES AND PROCEDURES:**

**1. PLEASE RESPECT YOUR FELLOW CLASSMATES. PLEASE MAKE SURE TO KEEP ALL CELLPHONES AND PAGERS OFF IN THE CLASSROOM TO ELIMINATE DISTRACTION FOR OTHER PEOPLE AROUND YOU!! THANK YOU FOR YOUR HELP IN THIS MATTER!!**

<http://www.shsu.edu/students/guide/StudentGuidelines2010-2012.pdf#page=29>

**2. Please come to class every time prepared (textbook, supplies, etc.) like you would in a regular work environment. Set a good example for your fellow classmates!!**

**4. If you are not able to attend a class because of different circumstances, please notify your instructor a couple of hours in advance by email, voice mail, etc. This would be very respectful!! If not, I will take it as NO SHOW!!**

**5. All assigned homework or quizzes will be due at time of request. NO LATE WORK WILL BE ACCEPTED WITHOUT PRIOR INSTRUCTOR APPROVAL.**

**6. No student(s) will be allowed to talk during the instructor's lectures. This shows disrespect to your professor and your fellow classmates. This will not be accepted!! The students found disrupting class will be asked to leave!! Act like this is a place of work-show respect to your boss and your co-workers!**

**7. If you leave class early before class is finished-there will be no makeup quizzes. For Example, if there is a take home quiz for that class-you cannot take it with you-you must stay for the entire class to receive it. This is unfair to the rest of the students that must stay!! YOU do not go to Work and leave when you want to. You leave when class is dismissed.**

**8. The only excused absence from class that will be accepted is:**

**A. A Doctor's excuse will be the only accepted documentation if you are sick----no other documentations will be accepted!**

**B. If student must attend a Funeral-the only proper documentation from the funeral parlor and funeral ceremony will be accepted! ---No other documentations will be accepted!**

**9. There will be no laptops utilized in the classroom unless otherwise approved by the Instructor first. No exceptions!! This is due to some students using the computer for unauthorized activities during classroom time.**

**Academic Dishonesty Policy:** All assigned work turned in to the instructor must be the original work of the student turning in the assignment!!

"All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials".

<http://www.shsu.edu/students/guide/StudentGuidelines2010-2012.pdf#page=29>

**DISABLED STUDENT POLICY:**

It is the policy of Sam Houston State University that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic or Student Life program or activity. Disabled students may request help with academically with academically related problems stemming from individual disabilities from their instructors, school, department chair, or by contacting the Chair of the Committee for Continuing Assistance and Director of the Counseling Center, Lee Drain Annex, or by calling (936) 294-1720. NOTE: No accommodation can be made until the student registers with the Counseling Center.

<http://www.shsu.edu/students/guide/StudentGuidelines2010-2012.pdf#page=29>

**STUDENT ABSCENCES ON RELIGIOUS HOLY DAYS POLICY:**

Section 51.911 (b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and the instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed.

<http://www.shsu.edu/students/guide/StudentGuidelines2010-2012.pdf#page=29>

**Academic Grievance Procedures for Students AP 900823**

In the event of an academic grievance, the student must first appeal to his/her instructor or committee chair for a resolution of the matter and must do so in writing and within thirty days following the final course exam for the semester or summer session during which the dispute arises. (If the grievance involves a suspension for academic deficiency, the student appeals directly to the appropriate academic dean.)<http://www.shsu.edu/dotAsset/0bb1346f-b8d6-4486-9290-dba24123d0d8.pdf>

**COURSE TIME LINE**

**Tuesday, August 29th, 2017--Syllabus Information, Class Introduction, and Instructor Information. Lecture on Chapter 1: Introducing Hospitality. Take Home Quiz--Chapter 2**

**Tuesday, September 5th, 2017--Quiz on Chapter 2 due. Lecture on Chapter 2: The Hotel Business. Take Home Chapter 3 Quiz**

**Tuesday, September 12th, 2017--Quiz on Chapter 3 Due and Lecture on Chapter 3: Rooms Division Operations. Take Home Quiz on Chapter 4**

**Tuesday, September 19th, 2017--Quiz on Chapter 4 Due and Lecture on Chapter 4: Food and Beverage Operations. Take Home Chapters 5 & 6 Quiz**

**Tuesday, September 26th, 2017--Quiz on Chapter 5 & 6 Due and Lecture on Chapters 5 & 6: Beverages and The Restaurant Business. Take Home Quiz Chapter 7**

**Tuesday, October 3rd, 2017--Quiz on Chapter 7 due. Lecture on Chapter 7: Restaurant Operations. Review for Mid Term Examination**

**Tuesday, October 10th, 2017-- Mid Term Examination!! Chapters 1-7**

**Tuesday, October 17th, 2017—Pass Back Mid Term Examinations. Lecture on Chapter 8: Managed Services and Take Home Quiz on Chapters 8 & 9.**

**Tuesday, October 24th, 2017—Turn in Chapter 8 and 9 Quiz. Lecture on Chapter 9: Tourism. Take Home Quiz on Chapter 10.**

**Tuesday, October 31st, 2017--Chapter 10--Quiz due. Chapter 10: Recreation, Attractions, Theme Parks. Student presentations on selected topics. Take home quiz on Chapter 11**

**Tuesday, November 7th, 2017—Finish any presentations. Chapter 11 Quiz due. Lecture on Chapter 11: Gaming Entertainment. Take Home Quiz on Chapter 12.**

**Tuesday, November 14th, 2017--Chapter 12 Quiz due. Lecture on Chapter 12: Meetings, Conventions, and Expositions. Take Home Quiz on Chapter 13.**

**Tuesday, November 21st, 2017--Turn in Chapter 13 Quiz and Lecture on Chapter 13: Special Events. Take home quiz on Chapter 14.**

**Tuesday, November 28th, 2017- -Lecture on Chapter 14: Leadership and Management. Review for Final Examination!!**

**Tuesday, December 6th, 2017---- Final Examination Day!**

## **RESEARCH PRESENTATION**

Each student will choose a hospitality-related topic or a hospitality company related to those in Chapter 10 for their research. Sign up for the topic—only one person may select that topic—first person to sign up gets first choice. After printing and reading at least two researched articles pertaining to the chosen topic, the student will prepare an electronic presentation on the topic and present it to the class. A signup sheet for topic selection and a rubric will be ready by the 3<sup>rd</sup> class meeting.

*\*\*\*Please keep a copy of all work that you turn in that was prepared outside of class. The instructor reserves the right to recall, review, and retain any previously submitted assignments during the course of the semester. It is the student's responsibility to collect and keep each graded assignment in a safe place until final course grades have been issued. It is also the responsibility of the student to bring to the Instructor's attention any discrepancy or challenge of the grade received in a timely fashion (**within 15 days of the grade being distributed**).\*\*\**