MGMT 4381 – Hospitality Management

COURSE DESCRIPTION/OVERVIEW

Course Description

MGMT 4381 Special Topics (3-0). Selected topics in management. May be repeated once for credit when topic varies. Prerequisite: Junior standing.

Topics included in this special topic class include: (1) the hospitality industry, (2) the food service industries, (3) competitive forces in food services, (4) lodging and hotel operations, (5) travel and tourism, (6) managing in the hospitality industries and (7) the role of service in hospitality management.

Prerequisite Knowledge

Students should have junior or senior standing at the university level. A basic understanding of the principles of economics is strongly advised.

Course Technology

Use of Blackboard and RAMPORT are required.

Class Meeting Times

Class is online. I will be happy to meet with you, if you need assistance or have questions. Just give me a call or send an email or text to set up a time and place convenient for you.

Technical Support

The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or toll free at (866) 942-2911 or by email at helpdesk@angelo.edu

Supplemental information and instructions on technical support from John
Wiley & Sons, Inc. will be published on Blackboard. Wiley is the publisher of your textbook and related support materials used in the course.

**FACULTY/INSTRUCTOR INFORMATION**

Professor: Tom Badgett  
RAS 204  
Phone 486-6096  
Home: 942-1379  
Mobile: 325 656-0309  
email: tom.badgett@angelo.edu  
Angelo State University  
Facebook, email and texts work, too!

**COURSE OBJECTIVES**

This course provides a decision-oriented overview of hospitality management in modern organizations. The most basic objectives of the course are to provide you with a broad introduction to management concepts, the role of hospitality management in society and in the firm, and the various factors that influence decision making. Like other introductory survey courses, you will be exposed to and expected to learn the “language of hospitality management” (that is, terms, concepts, and frameworks) used by practicing managers. However, it is also expected that by the end of the course you will have a solid understanding of the major decision areas under management responsibility, the basic interrelationships of those decisions areas, and an appreciation to how to apply key frameworks and tools for analyzing customers, competition, and marketing strengths and weaknesses. The course should help you to develop insight about the creative selection of target markets and blending decisions related to product, price, promotion, and place (i.e., the marketing mix) to meet the needs of a target market in the hospitality industry.

These objectives can only be achieved through a joint effort: I will work to stimulate your interest and learning in these areas, but you will be expected to display initiative and a program of self-study as well. In that sense, a complementary objective of the course is to provide you with an environment that will encourage and reward your own intellectual effort, while simultaneously maintaining rigorous standards that identify those who
are motivated to pursue excellence in their own educational preparation for a business career.

Learning Objectives

The purpose of this course is to provide the student with an introduction to the world of hospitality and particularly to business as it applies to the hospitality industry. More specifically, the course will provide an opportunity for you

1. To become acquainted with the social, economic and environmental context within which the hospitality industry operates.
2. To understand the structure, nature and operating characteristics of the different sectors of the hospitality industry: food service, lodging and tourism.
3. To obtain an appreciation of the various functions of management and their interrelationships with other key concerns of managers such as marketing, finance and human resource management.
4. To be able to identify the role of managers in the hospitality industry and to highlight their principal responsibilities.
5. To provide an opportunity for further developing those skills which are important to learning, e.g. library skills, study skills, and so forth.
6. To be able to judge whether the hospitality profession suits your abilities, tastes, and career interests.
7. To experience working collaboratively in groups to achieve specified goals.

COURSE TEXTBOOK AND REQUIRED READINGS

Specific information on the textbook required is given under the TEXTBOOK tab on Blackboard.

The specific assignments for each unit of material are in a course schedule published on Blackboard.

GRADING POLICIES
Grades and What’s Expected

Course grades will be based on a weighted composite of the following:

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<tr>
<th>Exam</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>100</td>
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<td>Exam 2</td>
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<td>Exam 3</td>
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<td>Exam 4</td>
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<td>Exam 5</td>
<td>100</td>
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<td>TOTAL</td>
<td>500</td>
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Letter grades will be assigned such that a student will receive:

A = (90% and above)  
B = (80 – 89%)  
C = (70 – 79%)  
D = (60 – 69%)  
F = (59% and below)

Exams (1-4) and the Final Exam

The tests during the term are in an objective-test format. The tests will consist of multiple-choice questions given in the traditional format.

The tests during the term will generally involve about 50 - 60 multiple-choice questions and they will sample about evenly from both the general concepts and the details presented in the text and in class.

Please keep in mind that being prepared and taking the tests during the allocated times is your responsibility. The tests are on the schedule and I urge you to mark them on your calendar now. Missing a scheduled test without approval will result in a zero for that test.
Final Exam

The final is optional if you are satisfied with your grade at this point in the course.

Office Hours and Conferences

I look forward to the opportunity to get to know you during the term. I will be glad to talk with you about any aspect of the course—or for that matter anything that is on your mind. Please let me know if I can be of help.

Please feel free to call if you have questions and it is more convenient to call than drop by. Please leave a message (including a number where I can return your call) on the phone mail system if you call and I am not in. You are also welcome to send me an email. You can also text me at (325) 656-0309. I also have access to Facebook. If a situation arises where you can’t reach me and leaving a message is not adequate, please call ZanTalamantez at 942-2383. Calling me at home (942-1379) is absolutely OK with me if you need assistance, but please remember that I probably go to bed a lot earlier than you do.

A Final Note on Grades

The points given earlier for different components of performance are provided to give you a specific and clear idea about how grades are calculated. No one’s final course grade will be lower than the grade calculated based on the straight averages outlined above. At the end of the semester, however, I look carefully at what each individual has accomplished, and at the overall pattern of performance. When the overall pattern of the evidence supports it, I give the student the benefit of the doubt in assigning a final grade. For example, I have sometimes given a student who does an exceptional job on the final exam an extra “lift” at the time of the final grade because the final is an integrative task and thus demonstrated ability in this area is evidence of the type of learning I hope will take place in the course.
I feel strongly that your grades will reflect your overall effort and knowledge. Further, you should feel free to discuss your grades (or grade situation) with me along the way during the term.

**COURSE POLICIES**

**Academic Honesty and Integrity**

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding and complying with the university Academic Honor Code and the ASU Student Handbook.

Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please do no violate this trust. Violation of academic integrity will result in a failing grade for the course.

**Accommodations for Disability**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.15 Providing Accommodations for Students with Disabilities), the Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student's responsibility to initiate such a request by contacting the Student Life Office at (325) 942-2191 or (325) 942-2126 (TDD/FAX) or by e-mail at Student.Life@angelo.edu to begin the process. The Student Life Office will establish the particular documentation requirements necessary for the various types of disabilities.

**Course Drop**

To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit http://www.angelo.edu/services/registrars_office/course_drop_provisions.php.
Incomplete as a Course Grade

As stated in the Angelo State University Operating Policy and Procedure (OP 10.11 Grading Procedures), the grade I is given when the student is unable to complete the course because of illness or personal misfortune. An I that is not removed before the end of the next long semester automatically becomes an F. A graduate student will be allowed one year to remove a grade of I before it automatically becomes an F. To graduate from ASU, a student must complete all I’s.

Grade Appeal Process

As stated in the Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at: http://www.angelo.edu/content/files/14196-op-1003-grade-grievance.

Response Time

My goal is to get back to you as soon as possible if you have questions or need assistance. A delay of more than 24 hours is unreasonable in my opinion, except on weekends! If something weird happens and you do not hear from me, please let the Office Coordinator know. Her name and number follows. Alexandra Zan Talamantez, 325-942-2383, atalamantez5@angelo.edu