UNIVERSITY OF SOUTH CAROLINA

HRTM 110 YJC—Introduction to Hospitality
Wintermester 2021-2022
Fully Online

INSTRUCTOR:

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Office: Close-Hipp 629
Zoom Office Hours:
> **Tuesday: 3:00pm-4:00pm**
> **Wednesday: 10:30am-11:30**

Required Text: John R. Walker, Exploring the Hospitality Industry (Third Edition)
ISBN #0-13-376277-7
In addition, each student must purchase access to **MyHospitalityLab**, a Hospitality and
Tourism Interactive Applied Simulation. Access codes can be purchased online from
Pearson Publishing at https://registration.mypearson.com/
The Course (or program) ID is: smith87182

Course Description: Being hospitable has been defined as "*the act of welcoming guest
or strangers with warmth and generosity*". When you welcome someone as your guest,
you are asking them to become "*a recipient of hospitality at the home or table of
another.*" A guest may not be literally coming into your home or table, but as the
frontline representative of the hospitality company that employs you, you are welcoming
them with warmth and generosity to a temporary home in a hotel or to a table for a meal
in a restaurant.

This course will give students an overview of the vast hospitality industry. We will
explore each of the major sectors of this industry (i.e., lodging, food & beverage, gaming,
cruise industry, etc.). At the end of this course, students should feel comfortable
discussing careers in hospitality; students should be familiar with industry terms and
vocabulary; students should have an understanding of the nuances between different
industry segments; and students should be prepared to take higher-level hospitality
courses within the School of Hotel, Restaurant, and Tourism Management.

Prerequisite: None

Learning Outcomes

The student who successfully completes this course will be able to:

- Explain the role of each sector of the Hospitality Industry and how they are related.
- Identify and define the industry terms and vocabulary.
- Categorize the sources of revenues and associated costs involved in each sector of the Hospitality Industry.
- Identify environmental factors that positively and negatively affect the Hospitality Industry.
- Synthesize and evaluate management strategies utilized in each sector of the Hospitality Industry.
- Categorize the historical progression of the Hospitality Industry and identify areas for growth and expansion.
- Identify which careers are appealing and inventory their own individual knowledge, skills and abilities to determine a match for a viable career path.

General Policies:

Course Format

This is a fully online course. Online classes are not easier than face-to-face lecture classes. To succeed in an online class, students must be extremely motivated and well organized. All course materials are available via Blackboard ("Bb"). Regular Internet access is essential for successful completion of the course.

The typical class structure will consist of learning modules, which include:
PowerPoint Lectures and videos
Readings
Online Quizzes
Online Projects/individual papers
Final exam

Technology Requirements

Online lectures will be provided on the Blackboard. Therefore, students must have access to the Internet to view/hear lectures. No special software is required. The PowerPoint lecture presentations, links to articles, assignments, quizzes, and rubrics are located on the Blackboard site for the course. To participate in learning activities and complete assignments, students will need:

- Access to a working computer that has a current operating system with updates installed, plus speakers or headphones to hear lecture presentations (transcripts provided);
- Reliable Internet access and a USC email account;
- A current Internet browser that is compatible with Blackboard (Google Chrome is the recommended browser for Blackboard);
- Microsoft Word as your word processing program; and
- Reliable data storage for your work, such as a USB drive or Office365 OneDrive cloud storage.

If a computer does not have Microsoft Word, Office 365 ProPlus package is available to students free of charge and allows them to install Word, Excel, PowerPoint, Outlook, OneNote, Publisher, and Access on up to 5 PCs or Macs and Office apps on other mobile devices including tablets. Office 365 also includes unlimited cloud storage on OneDrive. To download Office 365 ProPlus, log into your student (University) email through a web browser, choose Settings (top right corner), and select software. If students have further questions or need help with the software, please contact the Service Desk (https://www.sc.edu/about/offices_and_divisions/university_technology_services/support/servicedesk.php).

Course Communication

The instructor will be communicating with students throughout regarding grades and assignments. If you need to get in touch with the instructor, the best method is via email. Generally, I will reply to emails within 24 hours and will provide feedback on assignments within 48 hours. It is your responsibility to ensure that your email accounts work properly in order to receive emails.

Technical Support

If you have problems with your computer, technology, IT-related questions, support, including Blackboard, please contact the Division of Information Technology (DoIT) Service Desk at (803) 777-1800 or submit an online request through the Self-Service Portal (https://scprod.service-now.com/sp) or visit the Carolina Tech Zone (https://www.sc.edu/about/offices_and_divisions/university_technology_services/support/ctz.php). The Service Desk is open Monday – Friday from 8:00 AM – 6:00 PM (Eastern Daylight Time). If you are located in the Columbia, SC area, the Thomas Cooper Library at USC has computers for you to use in case you encounter computer issues/problems. If you are not located in the Columbia, SC area, most regional campuses and public libraries have computers for public use.

Academic Success

Successful online learners:
Do not procrastinate;
Are open to sharing professional experiences online;
Have good written communication skills;
Use proactive communication;
Are self-motivated and self-disciplined;
Have a commitment to learning;
Have critical thinking and decision-making skills;
Believe quality learning can take place in an online environment; and
Have good time management skills.

Disability Services

Student Disability Resource Center (http://www.sa.sc.edu/sds/): The Student Disability Resource Center (SDRC) empowers students to manage challenges and limitations imposed by disabilities. Students with disabilities are encouraged to contact me to

discuss the logistics of any accommodations needed to fulfill course requirements (within the first week of the semester). In order to receive reasonable accommodations from me, you must be registered with the Student Disability Resource Center (1523 Greene Street, LeConte Room 112A, Columbia, SC 29208, 803-777-6142). Any student with a documented disability should contact the SDRC to make arrangements for appropriate accommodations.

Student Success Center

In partnership with USC faculty, the Student Success Center (SSC) offers a number of programs to assist you in better understanding your course material and to aid you on your path to success. SSC programs are facilitated by professional staff, graduate students, and trained undergraduate peer leaders who have previously excelled in their courses. Resources available to you in this course may include:

Peer Tutoring: You can make a one-on-one appointment with a Peer Tutor (www.sc.edu/success). Drop-in Tutoring and Online Tutoring may also be available for this course. Visit their website for a full schedule of times, locations, and courses.

Supplemental Instruction (SI): SI Leaders are assigned to specific sections of courses and hold three weekly study sessions. Sessions focus on the most difficult content being covered in class. The SI Session schedule is posted through the SSC website each week and will also be communicated in class by the SI Leader.

Peer Writing: Improve your college-level writing skills by bringing writing assignments from any of your classes to a Peer Writing Tutor. Similar to Tutoring, you can visit the website to make an appointment, and to view the full schedule of available drop-in hours and locations.

Success Consultations: In Success Consultations, SSC staff assist you in developing study skills, setting goals, and connecting to a variety of campus resources. Throughout the semester, I may communicate with the SSC via Success Connect, an online referral system, regarding your progress in the course. If contacted by the SSC, please schedule a Success Consultation. Success Connect referrals are not punitive and any information shared by me is confidential and subject to FERPA regulations.

SSC services are offered to all USC undergraduates at no additional cost. You are invited to call the Student Success Hotline at (803) 777-1000, visit the SSC website (www.sc.edu/success), or stop by the SSC in the Thomas Cooper Library on the Mezzanine Level to check schedules and make appointments.

Writing Center

Writing Center (http://artsandsciences.sc.edu/write/university-writing-center)

This course has many of writing assignments. The University Writing Center is an important resource you should use! It's open to help any USC student needing assistance with a writing project at any stage of development. The main Writing Center is in Byrnes 703.

Library Resources

Library Resources (http://library.sc.edu)

The university library has great resources for finding out how to cite materials in your projects. Remember that if you use anything that is not your own writing or media

(quotes from books, articles, interviews, websites, movies – everything) you must cite the source in MLA format.

Academic Integrity
You are expected to practice the highest possible standards of academic integrity. Any deviation from this expectation will result in a minimum academic penalty of your failing the assignment, and will result in additional disciplinary measures. This includes improper citation of sources, using another student's work, and any other form of academic misrepresentation.

The first tenet of the Carolinian Creed is, "I will practice personal and academic integrity."

Below are some websites for you to visit to learn more about University policies:

Carolinian Creed (http://www.sa.sc.edu/creed)
Academic Responsibility (http://www.sc.edu/policies/staf625.pdf)
Office of Student Conduct and Academic Integrity
(https://www.sa.sc.edu/academicintegrity/)
Network Guidelines for Responsible Computing
(http://www.sc.edu/about/offices_and_divisions/university_technology_services/policies_procedures/networkguideline.php)

Assessment and Grading:
Students will be evaluated on the basis of achievement in several different areas. There will be no provisions to assist a student in last minute grade recovery.

ASSIGNMENTS:
FIRST AND SECOND (FINAL) PAPER ASSIGNMENT:
Each student will submit two papers for homework assignments. The first paper is due **by midnight, January 1st, 2022** and the topic is "**Why I am taking this class and what areas of Hospitality Industry I am interested in**". The second (final) paper is due on **by**

midnight, January 14th, 2022 and the topic is "**What career I would pursue in the Hospitality Industry and why**". Both assignments must be word processed (double space) in APA or MLA format using 12 point, Times New Roman font. Both papers must be submitted via Blackboard prior to the deadline. These documents should be saved as: YOUR LAST NAME Winter 2020 HRTM 110.Each assignment must include a cover page and a reference page with a minimum of two citations. One citation must be from the class textbook. The minimum length of the assignment is three full pages (not including the cover or reference page). Spelling, grammar and proper citation are to be presented at an undergraduate college level and will be graded accordingly. Plagiarism will result in an F for the assignment and the student will be report to the Office of Academic Integrity.

MIDTERM AND FINAL EXAMS:

The mid-term and final exams will be comprised of multiple choice type questions taken from assigned readings and online materials. The mid-term exam will cover modules 1, 2, 3, 4, 5 & 6 and chapters 1, 2, 3, 4, 5, 7, 8, & 9. The final exam will cover modules 7, 8, 9 ,10 & 11 and chapters 6, 10, 11, 12, 13, 14 & 15. The exams will be completed through, MyHospitalityLab and automatically graded for immediate feedback. Test questions/answers are randomly displayed and drawn from a substantial test banks. EACH STUDENT WILL BE ALLOWED THREE OPPORTUNITIES/ATTEMPTS TO TAKE BOTH THE MID-TERM AND FINAL EXAMS. Students who are satisfied with their first exam results do not have to take the same exam for the 2nd or 3rd attempt. The Mid-Term exam is comprised of 48 questions and the Final exam is comprised of 46 questions. Both exams have a 60 minute time limit and students will not be allowed to pause the exam once it has begun. Both exams are comprised of questions from both the chapter readings and the quizzes. It will be very difficult for students to pass the exams without doing the chapter reading assignments. Students are also prevented from accessing the Mid-Term and Final exams without first have one successful completion of the assigned quizzes. If a student is having difficulty in obtaining a satisfactory grade on either the Mid-Term or Final exam, it is highly recommended that the student use the Dynamic Study Module located in MyHospitalityLab to study for each chapter covered on the exam.

ONLINE MODULE QUIZ: At the completion of each MyHospitalityLab assignment/module (**14 total**) you will be required to complete a quiz. Students may take the quiz as many times as needed to complete the assignment, with the highest score being recorded on the grade book. Quizes that are assigned in the first half of the class will not be available after **January 6th** and the highest score for each will be assigned in the grade book after that date. ALL QUIZES FOR MODULES 1-6 MUST BE COMPLETE BEFORE YOU WILL BE ABLE TO ACCESS THE MID-TERM EXAM. ALL QUIZES FOR MODULES 7-14 MUST BE COMPLETE BEFORE YOU WILL BE ABLE TO ACCESS THE FINAL EXAM. Please plan accordingly so that you do not run out of time to take the quizzes, which will prevent you from taking the Mid-Term or Final exam.

Student Registration Instructions:

To register for HRTM 110-Sec YJC Introduction to the Hospitality Industry :
1. Go to www.pearson.com/mylab.
2. Under Register, select Student.
3. Confirm you have the information needed, then select OK! Register now.
4. Enter your instructor's course ID: smith87182 and Continue.
5. Enter your existing Pearson account username and password to Sign In.
You have an account if you have ever used a MyLab or Mastering product.
» If you don't have an account, select Create and complete the required fields.
6. Select an access option.
» Enter the access code that came with your textbook or that you purchased separately
from the bookstore. » If available for your course, • Buy access using a credit card or
PayPal. • Get temporary access.
If you're taking another semester of a course, you skip this step.
7. From the You're Done! page, select Go To My Courses.
8. On the My Courses page, select the course name HRTM 110-Sec YJC Introduction to
the Hospitality Industry to start your work.
To sign in later:
1. Go to www.pearson.com/mylab.
2. Select Sign In.
3. Enter your Pearson account username and password, and Sign In.
4. Select the course name HRTM 110-Sec YJC Introduction to the Hospitality Industry
2019 to start your work.
To upgrade temporary access to full access:
1. Go to www.pearson.com/mylab.
2. Select Sign In.
3. Enter your Pearson account username and password, and Sign In.
4. Select Upgrade access for HRTM 110-Sec YJC Introduction to the Hospitality
Industry
5. Enter an access code or buy access with a credit card or PayPal.

GRADING CRITERIA:

Grading will be based on the following:

First Paper Assignment	20%
Second (Final) Paper Assignment	20%
Mid-term Exam	20%
Final Exam	20%
Online Quizes MyHospitalityLab	20%
TOTAL	100%

GRADE DISTRIBUTION:

A= 90% or above

B+ = 87% - 89%
B = 80% - 86%
C+ = 77% - 79%
C = 70% - 76%
D+ = 67% - 69%
D = 60% - 66%
F = Below 60%

Your grades will be posted on http://blackboard.sc.edu within 48 hours.

Course Schedule

Mode	Textbook Chapter	Myhospitalitylab.com Assignment	Online Exams and Quizes	Due Dates
Textbook	Chapters 1, 2 & 3	Hospitality Spirit Tourism Why People Travel		
Online		Module 1-Hutchinson Manor	Quiz-Hutchinson Manor	
Textbook	Chapter 4	Lodging		
Online		Module 2-Hutchinson Hotel	Quiz-Hutchinson Hotel	**1st Paper due-by midnight, January 1st, 2022**
Textbook	Chapter 5	Lodging Operations		
Online		Module 3-Lighthouse Hotel	Quiz-Lighthouse Hotel	
Textbook	Chapters 7 & 8	Restaurants Restaurant Operations		
Online		Module 4- Vernon's Restaurant	Quiz-Vernon's Restaurant	
Online		Module 5-Sea & Tea Café	Quiz-Sea & Tea Café	
Textbook	Chapter 9	Managed Services		
Online		Module 6-Dimmick Hall	Quiz-Dimmick Hall	
Online			**Midterm Exam (3 attempts allowed)**	**Must complete by midnight, January 6th, 2022**
Textbook	Chapter 10	Beverages		

Online		Module 7-Tommy's Tiki Bar	Quiz-Tommy's Tiki Bar	
Textbook	Chapter 11	Clubs		
Online		Module 8-Gesell Golf Club	Quiz -Gesell Golf Club	
Textbook	Chapter 12	Theme Park and Attractions		
Online		Module 9- Simmy's Splashtown	Quiz-Simmy's Splashtown	
Online		Module 10-Suzie's Spa	Quiz-Suzie's Spa	
Online		Module 11-Badger's Rainforest Tours	Quiz-Badger's Rainforest Tours	
Textbook	Chapter 6	Cruising		
Online		Module 12- S.S. Haywood	Quiz-S.S. Haywood	
Textbook	Chapter 13	Gaming Entertainment		
Online		Module 13-Sea Wolfe Casino	Quiz-Sea Wolfe Casino	
Textbook	Chapters 14 & 15	Meetings, Conventions and Expositions Special Events		
Online		Module 14-Nunaley Meeting Rooms	Quiz-Nunaley Meeting Rooms	
Online				**2nd Paper due by midnight, January 14th, 2022**
			Final Exam (3 attempts allowed)	**Must complete by midnight, January 16th, 2022**