LEI3360:

HOSPITALITY MANAGEMENT

COURSE SYLLABUS

CONTACT INFORMATION

Instructor	Nico Rose, M.S. Ed., CHIA
Messaging*	Use the **Canvas Inbox (https://community.canvaslms.com/docs/DOC-10573)** conversation tool to message your instructor.
Email	**n.rose@ufonline.ufl.edu (mailto:n.rose@ufonline.ufl.edu)**
Phone	352-294-1179
Office Hours	Virtual office hours are held online, by scheduled appointment only, via **Zoom Conferences (https://support.zoom.us/hc/en-us/sections/201728913-Joining-Starting)** .

COMMUNICATIONS

Use **Canvas mail** and/or **email ONLY** for personal questions related to the course content or of a personal nature, such as grades, special circumstances, and needed accommodations.

Expect a response within **48 hours**. All online correspondence must have your full name in the message body, and contain your course and section number in the subject line.

If you have a question not specific to you, consult the General Help Forum. It's likely that others have the same questions. Feel free to answer questions posted by your peers.

COURSE INFORMATION

Course: LEI3360: Hospitality Management

Semester/year: Fall 2022

Credit hours: 3.0

Location: Fully Online – All class work will be completed asynchronously through Canvas.

COURSE DESCRIPTION

This course presents an overview of the operations, planning, and management of the hospitality and tourism industries. It includes an exploration of key industry sectors, history, operational/management structures, and global trends.

The course also provides an overarching perspective on the hospitality, tourism and events industry including the study of the interrelations and interfacings across the Hospitality, Tourism, and Events profession.

COURSE OBJECTIVES

Upon successful completion of this course you will be able to:

- Provide an understanding of the hospitality industry, operations and management concepts.
- Understand the interrelationships of hospitality industry sectors.
- Develop a basic understanding of the hospitality industry- its trends, segments and

structure.
- Compare and contrast the various segments, players, and people of the industry.
- Describe and discuss the organizational design and departmental functions within hospitality operations (e.g., human resources, marketing, purchasing, accounting, management and finance).
- Explore the global aspects of the hospitality industry.
- Identify career opportunities in the hospitality industry.

COURSE REQUIREMENTS

REQUIRED TEXTBOOK

Walker, J.R., (2019). Exploring the Hospitality Industry, 4th Edition. New York, NY: Pearson (ISBN-13: 978-0-13-474493-3).

REQUIRED ONLINE RESOURCES

LinkedIn Learning **(https://elearning.ufl.edu/supported-services/linkedin-learning/)** (no cost, directions for use will be provided within course modules)

Typsy **(https://www.typsy.com/)** (no cost, directions for use will be provided within course modules)

PREREQUISITES

There are no prerequisites for this course.

MINIMUM TECHNOLOGY REQUIREMENTS

The University of Florida expects students entering an online program to acquire computer

hardware and software appropriate to their degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include:

- Webcam
- Microphone
- Broadband connection to the internet and related equipment (cable/DSL modem)
- Microsoft Office Suite installed (provided by the university)

Individual colleges may have additional requirements or recommendations, which students should review before starting their program.

MINIMUM TECHNICAL SKILLS

To complete your tasks in this course, you will need a basic understanding of operating a computer and using word processing software.

MATERIALS/SUPPLY FEES

There is no supply fee for this course

ZOOM

Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants.

You can find resources and help using Zoom at the **University of Florida's Zoom (https://ufl.zoom.us/)** website.

COURSE POLICIES

Requirements for make-up exams, assignments, and other work in this course are consistent with university policies that can be found on **UF's Attendance Policies (http://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/)** website.

As this is an online class, you are responsible for observing all posted due dates and are encouraged to be self-directed and take responsibility for your learning.

GRADING POLICY

I will make every effort to have each assignment graded and posted within one week of the due date.

Discussions, Learning Activities, and Quizzes will be returned, graded with feedback within **one week (7 days) after submission**.

NOTE: Your lowest quiz grade (including a grade of zero) will automatically be dropped.

COURSE REQUIRED ACTIVITIES

Discussions

There are eleven (11) discussion topics associated with the course content.

Learning Activities

There are six (6) Learning Activities throughout this course. Learning Activities consist of either 1) Linkedin Learning experiences, 2) Typsy experiences, or 3) case study activities.

Quizzes

There are eight (8) quizzes associated with the course content and textbook readings. Read the textbook chapters, watch the video lectures, and take the module quizzes.

Exams

There are no exams in this course.

Capstone Project

Your final assessment for this course will be a capstone project analyzing and synthesizing the interconnected nature of industry sectors and current global trends in the hospitality industry.

COURSE GRADING POLICY

Assignment	Total Percent of Grade
Discussions	25%
Learning Activities	25%
Quizzes	25%
Capstone Project	25%
Total	100%

GRADING SCALE

Percent	Grade	Grade Points
94% - 100%	A	4.00
90% - 93.99%	A-	3.67
87% - 89.99%	B+	3.33
84% - 86.99%	B	3.00
80% - 83.99%	B-	2.67
77% - 79.99%	C+	2.33

74% - 76.99%	C	2.00
70% - 73.99%	C-	1.67
67% - 69.99%	D+	1.33
64% - 66.99%	D	1.00
60% - 63.99%	D-	0.67
0 - 59.99%	E	0.00

See the **current UF grading policies (https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx)** for more information.

UF POLICIES

UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES

Students with disabilities requesting accommodations should first register with the **Disability Resource Center (https://disability.ufl.edu/)** (352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

UNIVERSITY POLICY ON ACADEMIC CONDUCT

UF students are bound by The Honor Pledge, which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Honor Code." On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The **Student Honor Code and Student Conduct Code (https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/)** specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

PLAGIARISM

The **Student Honor Code and Student Conduct Code (https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/)** states that:

"A Student must not represent as the Student’s own work all or any portion of the work of another. Plagiarism includes but is not limited to:

- Stealing, misquoting, insufficiently paraphrasing, or patch-writing.
- Self-plagiarism, which is the reuse of the Student’s own submitted work, or the simultaneous submission of the Student’s own work, without the full and clear acknowledgment and permission of the Faculty to whom it is submitted.
- Submitting materials from any source without proper attribution.
- Submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the Student did not author."

NETIQUETTE AND COMMUNICATION COURTESY

It is important to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and your instructors. These guidelines for online behavior and interaction are known as netiquette.

Security | General Guidelines | Email | Discussion Boards | Zoom

Remember that your password is the only thing protecting you from pranks or more serious harm.

- Don't share your password with anyone.
- Change your password if you think someone else might know it.
- Always log out when you are finished using the system.

When communicating online:

- Treat the instructor with respect, even via email or in any other online communication.
- Always use your professors' proper title: Dr. or Prof., or if you are unsure use Mr. or Ms.
- Unless specifically invited, don't refer to a professor by their first name.
- Use clear and concise language.
- Remember that all college-level communication should have correct spelling and grammar.
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you."
- Use standard fonts such as Times New Roman and use a size 12 or 14 point font.
- Avoid using the caps lock feature AS IT CAN BE INTERPRETED AS YELLING.
- Limit and possibly avoid the use of emoticons like :) .
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or be construed as being offensive.
- Be careful with personal information (both yours and others).
- Do not send confidential information via email.

When you send an email to your instructor, teaching assistant, or classmates:

- Use a descriptive subject line.

- Be brief.
- Avoid attachments unless you are sure your recipients can open them.
- Avoid HTML in favor of plain text.
- Sign your message with your name and return email address.
- Think before you send the email to more than one person. Does everyone really need to see your message?
- Be sure you REALLY want everyone to receive your response when you click, “Reply All.”
- Be sure that the message author intended for the information to be passed along before you click the “Forward” button.

When posting on the discussion board in your online class:

- Check to see if anyone already asked your question and received a reply before posting to the discussion board.
- Remember your manners and say please and thank you when asking something of your classmates or instructor.
- Be open-minded.
- If you ask a question and many people respond, summarize all posts for the benefit of the class.
- When posting:
  - Make posts that are on-topic and within the scope of the course material.
  - Be sure to read all messages in a thread before replying.
  - Be as brief as possible while still making a thorough comment.
  - Don’t repeat someone else’s post without adding something of your own to it.
  - Take your posts seriously. Review and edit your posts before sending.
  - Avoid short, generic replies such as, “I agree.” You should include why you agree or add to the previous point.
  - If you refer to something that was said in an earlier post, quote a few key lines so readers do not have to go back and figure out which post you are referring to.
  - Always give proper credit when referencing or quoting another source.
  - If you reply to a classmate’s question make sure your answer is correct, don’t guess.
  - Always be respectful of others’ opinions even when they differ from your own.
  - When you disagree with someone, you should express your differing opinion in a

respectful, non-critical way.
- Do not make personal or insulting remarks.
- Do not write anything sarcastic or angry, it always backfires.
- Do not type in ALL CAPS, if you do IT WILL LOOK LIKE YOU ARE YELLING.

When attending a Zoom class or meeting:

- Do not share your Zoom classroom link or password with others.
- Even though you may be alone at home, your professor and classmates can see you! While attending class in your pajamas is tempting, remember that wearing clothing is not optional. Dress appropriately.
- Your professor and classmates can also see what is behind you, so be aware of your surroundings.
- Make sure the background is not distracting or something you would not want your classmates to see.
  - When in doubt use a virtual background. If you choose to use one, you should test the background out first to make sure your device can support it.
  - Your background can express your personality, but be sure to avoid using backgrounds that may contain offensive images and language.
- Mute is your friend, especially when you are in a location that can be noisy. Don't leave your microphone open if you don't have to.
- If you want to speak, you can raise your hand (click the "raise hand" button at the center bottom of your screen) and wait to be called upon.

GETTING HELP

TECHNICAL DIFFICULTIES

For help with technical issues or difficulties with Canvas, please contact the UF Computing Help Desk at:

- **http://helpdesk.ufl.edu (http://helpdesk.ufl.edu)**
- 352-392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups (assignments, exams, etc.) due to technical issues should be accompanied by the ticket number received from the UF Computing Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You should email your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

HEALTH AND WELLNESS

- **U Matter, We Care**: If you or someone you know is in distress, please email umatter@ufl.edu, call 352-392-1575, or visit **U Matter We Care (http://umatter.ufl.edu/)** to refer or report a concern, and a team member will reach out to the student in distress.
- **Counseling and Wellness Center:** Visit the **UF Counseling & Wellness Center (http://counseling.ufl.edu/)** website or call 352-392-1575 for information on crisis services and non-crisis services.
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the **UF Student Health Care Center (http://shcc.ufl.edu)** website.
- **University Police Department**: Visit the **UF Police Department (http://police.ufl.edu/)** website or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111, or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the **UF Health Shands Emergency Room/Trauma Center (http://ufhealth.org/emergency-room-trauma-center)** website.

ACADEMIC AND STUDENT SUPPORT

- **Career Connections Center:** For career assistance and counseling services, visit the **UF**

Career Connections Center (http://career.ufl.edu/) website or call 352-392-1601.

- **Library Support:** For various ways to receive assistance concerning using the libraries or finding resources, visit the UF George A. Smathers Libraries Ask-A-Librarian (https://uflib.ufl.edu/find/ask/) website.
- **Teaching Center:** For general study skills and tutoring, visit the UF Teaching Center (http://teachingcenter.ufl.edu/) website or call 352-392-2010.
- **Writing Studio:** For help with brainstorming, formatting, and writing papers, visit the University Writing Program Writing Studio (http://writing.ufl.edu/writing-studio/) website or call 352-846-1138.

COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available on the GatorEvals Providing Constructive Feedback (https://gatorevals.aa.ufl.edu/students/) FAQ page. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via the GatorEvals (https://ufl.bluera.com/ufl/) website. Summaries of course evaluation results are available to students at the GatorEvals Public Results (https://gatorevals.aa.ufl.edu/public-results) page. More information about UF's course evaluation system can be found at the GatorEvals Faculty Evaluations (https://gatorevals.aa.ufl.edu/) website.

TIPS FOR SUCCESS

Taking a course online can be a lot of fun! Here are some tips that will help you get the most of this course while taking full advantage of the online format:

- Schedule "class times" for yourself. It is important to do the coursework on time each week.

You will receive a reduction in points for work that is turned in late!

- Read ALL of the material contained on this site. There is a lot of helpful information that can save you time and help you meet the objectives of the course.
- Print out the Course Summary located in the Course Syllabus and check things off as you go.
- Take full advantage of the online discussion boards. Ask for help or clarification of the material if you need it.
- Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date.
- Do your work well before the due dates. Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you'll need time to troubleshoot the problem.
- To be extra safe, back up your work to an external hard drive, thumb drive, or through a cloud service.

PRIVACY AND ACCESSIBILITY POLICIES

For information about the privacy policies of the tools used in this course, see the links below:

- Instructure (Canvas)
  - **Instructure Privacy Policy** **(https://www.instructure.com/policies/privacy)**
  - **Instructure Accessibility** **(https://www.instructure.com/canvas/accessibility)**
- Microsoft
  - **Microsoft Privacy Policy** **(https://privacy.microsoft.com/en-us/privacystatement)**
  - **Microsoft Accessibility** **(https://www.microsoft.com/en-us/accessibility/office?activetab=pivot_1%3aprimaryr2)**
- ProctorU
  - **ProctorU Privacy Policy** **(https://www.proctoru.com/privacy-policy)**
  - **ProctorU Accessibility** **(https://www.proctoru.com/accessibility-statement)**
- YouTube (Google)
  - **YouTube (Google) Privacy Policy** **(https://policies.google.com/privacy)**
  - **YouTube (Google) Accessibility** **(https://support.google.com/youtube/answer/189278?**

hl=en)

- Zoom
  - **Zoom Privacy Policy** (https://zoom.us/privacy)
  - **Zoom Accessibility** (https://zoom.us/accessibility)

Course Summary:

Date	Details	Due
Sun Aug 28, 2022	**Course Orientation Quiz** (https://ufl.instructure.com/courses/463988/assignments/5368886)	due by 11:59pm
	Introduce Yourself (https://ufl.instructure.com/courses/463988/assignments/5368888)	due by 11:59pm
	Module 1 Assignment (https://ufl.instructure.com/courses/463988/assignments/5368889)	
	Module 1 Discussion (https://ufl.instructure.com/courses/463988/assignments/5368887)	