



HARRAH
COLLEGE OF
HOSPITALITY

Foundations of Hospitality

**HMD 101
3 Credits
Section
Semester/Year**

Instructor Name:
Phone:
E-Mail:
Office Hours:
Office Location:

COURSE DESCRIPTION

Provides an introductory survey of the history, likely direction, and dynamics of the hospitality industry from the perspective of the global economy. Course reviews the operational fundamentals including terminology, job functions, technology, and management of hotel, resort, restaurant, food and beverage, casino, and event management organizations.

COURSE OBJECTIVES

1. Define common hospitality terminology
2. Describe fundamental service management and hospitality business strategies
3. Describe the scope of the international hospitality business and the major industry participants throughout the world
4. Identify and describe global economic models of hotel, resort, restaurant, food and beverage, casino and event operations accounting for historical, cultural, economic, and political characteristics.
5. Identify and describe key performance indicators of hotel, resort, restaurant, food and beverage, casino and event operation
6. Identify and effectively use a range of types of information sources to explore industry trends and career paths in the business of hospitality
7. Compose concise, creative and professional essays on the business of hospitality, consistently meeting weekly deadlines.

COLLEGE OF HOSPITALITY PROGRAM OUTCOMES

- Communicate effectively in written, spoken, visual and digital modes to different audiences (e.g. industry leaders, employees, employers, faculty and peers).
- Develop knowledge of the global and multicultural hospitality industry.

REQUIRED TEXT, READINGS, AND INSTRUCTIONAL RESOURCES

All required materials for this course are contained within the Canvas learning management system. There are no course materials to be purchased by students.

COURSE GRADING SCALE

<u>Points</u>	<u>Percentage</u>	<u>Grade</u>
558 – 4500	90 – 100	A
498 – 521	80 – 89	B
420 – 461	70 – 79	C
378 – 401	60 – 69	D
Less than 360	Below 60	F

GRADING POLICIES

Deadline Policy

It is the policy of the instructor not to extend quiz or essay deadlines for any reason. These include family emergencies, medical problems, personal travel, athletic events, course-related travel, computer problems, and all other sundry and diverse reasons for not being able to meet a deadline. All course materials are available online from any Internet-connected PC anywhere in the world. Students are responsible for accessing Canvas weekly assignment pages to determine all course deadlines. Deadlines will not be changed or revised in any way during the semester.

There is life outside of this course; it can happen that a student misses an essay deadline or cannot complete a quiz. Missing a small number of assignments will not significantly impact the final grade in this course. The course is designed with a large number of assignments for this very reason – to meet the demands of students who have busy lifestyles and need flexibility. However, what this also means is there are absolutely no opportunities for making up missed work.

Grade Disputes

Grade disputes must be emailed within Canvas to the course instructor after every three-week period within a semester. The due dates for each grade dispute

period are posted in Canvas. Once grade dispute due dates have passed, the affected grades will no longer be reviewed by the course instructor

COURSE SCHEDULE

Week One	Syllabus Review and Course Expectations
Week Two	Fundamentals of Hospitality
Week Three	Hotel <ul style="list-style-type: none"> • Scope • Major industry participants • Economic models
Week Four	Hotel <ul style="list-style-type: none"> • Key performance indicators • Industry trends • Career paths
Week Five	Resort <ul style="list-style-type: none"> • Scope • Major industry participants • Economic models
Week Six	Resort <ul style="list-style-type: none"> • Key performance indicators • Industry trends • Career paths
Week Seven	Restaurant <ul style="list-style-type: none"> • Scope • Major industry participants • Economic models
Week Eight	Restaurant <ul style="list-style-type: none"> • Key performance indicators • Industry trends • Career paths
Week Nine	Food and Beverage <ul style="list-style-type: none"> • Scope • Major industry participants • Economic models
Week Ten	Food and Beverage <ul style="list-style-type: none"> • Key performance indicators • Industry trends • Career paths
Week Eleven	Casino <ul style="list-style-type: none"> • Scope • Major industry participants • Economic models

Week Twelve	Casino <ul style="list-style-type: none"> • Key performance indicators • Industry trends • Career paths
Week Thirteen	Convention/Events <ul style="list-style-type: none"> • Scope • Major industry participants • Economic models
Week Fourteen	Convention/Events <ul style="list-style-type: none"> • Key performance indicators • Industry trends • Career paths
Week Fifteen	Class Recap and Final Exam Review

ACADEMIC REQUIREMENTS

Quizzes – 1500 Points

Students must complete an online open book quiz each week of the semester. There are 15 quizzes worth 100 points each for a total of 1,500 points during the term. Quizzes consist of 25 questions and have a time limit of 30 minutes. Your total quiz score is available immediately after the quiz is completed.

Essays – 1500 Points

Students must submit a 500 word essay each week of the semester. There are 15 essays worth 100 points each for a total of 1,500 points during the term. All students must be able to effectively communicate in the written language of business and must be able to meet deadlines regularly to pass this course. The essay assignments require concise expression of thought on a current topic of interest in the course.

Final Exam – 1500 Points

The final examination is an online open book test measuring the student's ability to apply the concepts learned during the term to practical situations.

Examination content includes all material covered during the term. The final examination consists of 5 essay questions worth 300 points each for a total of 1,500 points. Essay requirements for the final examination are the same as essay requirements during the semester.

Academic Misconduct

Academic integrity is a legitimate concern for every member of the Campus community; we all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility, and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy, and are encouraged to always take the ethical path whenever faced with choices. Students enrolling at UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's educational mission. An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another person, from the Internet or any other source without proper citation of the sources. See the [Student Conduct Code](https://www.unlv.edu/studentconduct/student-conduct), <https://www.unlv.edu/studentconduct/student-conduct>.

Auditing Classes

Auditing a course allows a student to continue attending the lectures and/or laboratories and discussion sessions associated with the course, but the student will not earn a grade for any component of the course. Students who audit a course receive the same educational experience as students taking the course for a grade, but will be excused from exams, assessments, and other evaluative measures that serve the primary purpose of assigning a grade.

Classroom Conduct

Students have a responsibility to conduct themselves in class and in the libraries in ways that do not interfere with the rights of other students to learn or of instructors to teach. Use of electronic devices such as pagers, cellular phones, or recording devices, or potentially disruptive devices or activities, are only permitted with the prior explicit consent of the instructor. The instructor may rescind permission at any time during the class. If a student does not comply with established requirements or obstructs the functioning of the class, the instructor may initiate an administrative drop of the student from the course.

Copyright

The University requires all members of the University Community to familiarize themselves with, and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The University will neither protect nor defend you, nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional [copyright policy information](http://www.unlv.edu/provost/copyright) is available at <http://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC)

The [UNLV Disability Resource Center](https://www.unlv.edu/drc) (SSC-A, Room 143, <https://www.unlv.edu/drc>, 702-895-0866) provides resources for students with disabilities. Students who believe that they may need academic accommodations due to injury, disability, or due to pregnancy should contact the DRC as early as

possible in the academic term. A Disabilities Specialist will discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours, so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

Final Examinations

The University requires that final exams given at the end of a course occur on the date and at the time specified in the Final Exam schedule. The general schedule is typically available at the start of the semester, and the classroom locations are available approximately one month before the end of the semester. See the [Final Exam Schedule](https://www.unlv.edu/registrar/calendars), <https://www.unlv.edu/registrar/calendars>.

Identity Verification in Online Courses

All UNLV students must use their Campus-issued ACE ID and password to log in to WebCampus.

UNLV students enrolled in online or hybrid courses are expected to read and adhere to the [Student Academic Misconduct Policy](https://www.unlv.edu/studentconduct/misconduct/policy), <https://www.unlv.edu/studentconduct/misconduct/policy>, which defines, “acting or attempting to act as a substitute for another, or using or attempting to use a substitute, in any academic evaluation or assignment” as a form of academic misconduct. Intentionally sharing ACE login credentials with another person may be considered an attempt to use a substitute and could result in investigation and sanctions, as outlined in the Student Academic Misconduct Policy.

UNLV students enrolled in online courses are also expected to read and adhere to the [Acceptable Use of Computing and Information Technology Resources Policy](https://www.it.unlv.edu/policies/acceptable-use-computing-and-information-technology-resources-policy), <https://www.it.unlv.edu/policies/acceptable-use-computing-and-information-technology-resources-policy>, which prohibits sharing university accounts with other persons without authorization.

To the greatest extent possible, all graded assignments and assessments in UNLV online courses should be hosted in WebCampus or another UNLV-managed platform that requires ACE login credentials for access.

Incomplete Grades

The grade of “I” (Incomplete) may be granted when a student has satisfactorily completed three-fourths of course work for that semester/session, but cannot complete the last part of the course for reason(s) beyond the student’s control and acceptable to the instructor, and the instructor believes that the student can finish the course without repeating it. For undergraduate courses, the incomplete work must be made up before the end of the following regular semester. Graduate students receiving “I” grades in 500-, 600-, or 700-level courses have

up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the period indicated, a grade of "F" will be recorded, and the student's GPA will be adjusted accordingly. Students who are fulfilling an Incomplete grade do not register for the course, but make individual arrangements with the instructor who assigned the "I" grade.

Library Resources

Librarians are available to consult with students on research needs, including developing research topics, finding information, and evaluating sources. To make an appointment with a subject expert for this class, please visit the [Libraries' Research Consultation](#) website:

<http://guides.library.unlv.edu/appointments/librarian>. You can also [ask the library staff](#) questions via chat and text message at: <http://ask.library.unlv.edu/>.

Missed Classwork

Any student missing class, quizzes, examinations, or any other class or laboratory work because of observance of religious holidays will be given an opportunity during that semester to make up the missed work. The make-up opportunity will apply to the religious holiday absence only. It is the responsibility of the student to notify the instructor within the first 14 calendar days of the course for Fall and Spring courses (except for modular courses), or within the first 7 calendar days of the course for Summer and modular courses, of their intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit the Policy for Missed Work, under Registration Policies, on the [Academic Policies](#) webpage, <https://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

In accordance with the policy approved by the Faculty Senate regarding missed class time and assignments, students who represent UNLV in any official extracurricular activity will also have the opportunity to make up assignments, provided that the student provides official written notification to the instructor no less than one week prior to the missed class(es).

The spirit and intent of the policy for missed classwork is to offer fair and equitable assessment opportunities to all students, including those representing the University in extracurricular activities. Instructors should consider, for example, that in courses which offer a "Drop one" option for the lowest assignment, quiz, or exam, assigning the student a grade of zero for an excused absence for extracurricular activity is both contrary to the intent of the Faculty Senate's policy, and an infringement on the student's right to complete all work for the course.

This policy will not apply in the event that completing the assignment or administering the examination at an alternate time would impose an undue hardship on the instructor or the University that could reasonably have been avoided. There should be a good faith effort by both the instructor and the

student to agree to a reasonable resolution. When disagreements regarding this policy arise, decisions can be appealed to the Department Chair/Unit Director, College/School Dean, and/or the Faculty Senate Academic Standards Committee.

For purposes of definition, extracurricular activities may include, but are not limited to: fine arts activities, competitive intercollegiate athletics, science and engineering competitions, liberal arts competitions, academic recruitment activities, and any other event or activity sanctioned by a College/School Dean, and/or by the Executive Vice President and Provost.

Rebelmail

Rebelmail is UNLV's official email system for students, and by University policy, instructors and staff should only send emails to students' Rebelmail accounts. Rebelmail is one of the primary ways students receive official University communications, information about deadlines, major Campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the University. Emailing within WebCampus is also acceptable.

Tutoring and Coaching

The Academic Success Center (ASC) provides tutoring, academic success coaching, and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, please visit the [ASC website](https://www.unlv.edu/asc), <https://www.unlv.edu/asc>, or call 702-895-3177. The ASC building is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of SSC A, Room 254. Drop-in tutoring is located on the second floor of the Lied Library, and on the second floor of the College of Engineering building (TBE A 207).

UNLV Writing Center

One-on-one or small group assistance with writing is available free of charge to UNLV students at the [Writing Center](https://writingcenter.unlv.edu/), <https://writingcenter.unlv.edu/>, located in the Central Desert Complex, Building 3, Room 301 (CDC 3-301). Walk-in consultations are sometimes available, but students with appointments receive priority assistance. Students may make appointments in person or by calling the Center, 702-895-3908. Students are requested to bring to their appointments their Rebel ID Card, a copy of the instructions for their assignment, and two copies of any writing they have completed on their assignment.