Please read this syllabus in its entirety. It is a part of the course content. Further, it is important that you understand what is required in this course and the time frames for completing assignments and activities. In particular look at page one and sections three and five so you understand how to earn points toward your grade. All students must complete the Canvas introduction check in the first week of classes by Tuesday at 11:59 pm. Find this exercise in Discussions Tab on Canvas.

SECTION 1: COURSE INFORMATION

Course Number & Name:  HFT 3003 Introduction to Resort & Hospitality Management  
CRN:  11157 ( you are to attend your scheduled date of class)  
Course Credit Hours: 3  
Semester: Spring  2016  
Department/Program: School of Resort & Hospitality Management  
Meeting Times/Location: Tuesday  2pm to 4:45pm Sugden Hall 110  
Format: Each class meets once a week at the scheduled time in class unless directed to a field site

Instructor Name: Dr. Sherie Brezina

Office Location: 222 Sugden Hall  
Contact Information: sbrezina@fgcu.edu, 590-7710 ( I will give out cell phone number in class)  
Office Hours: Tuesday 1-2:00pm and 4:45-6:15pm. and Thursday 1-2:00pm and 4:45-6:15 pm. Drop by Monday, Wednesday and Friday as available. If you wish to schedule an appointment at times other than office hours, please email me sbrezina@fgcu.edu

Prerequisites: None

Course Description: The many different segments of the hospitality and tourism segments are discussed. Scope, size, and industry trends are examined. Theories, examples and industry case studies are used to provide students with examples and management concepts are studied. The important role of service is stressed. This is an overview class that reviews the segments that make up the Hospitality/Tourism Industry. It is a survey of the Resort, Hospitality and Tourism sectors with a focus on history, terminology, demographics, psychographics, financial significance, and destination. Planning and development, trends, social impacts, organizational operations and careers are reviewed.

Students will need to purchase 3 Scranton sheets for testing.

Supplemental Reading:
As assigned in class. Case Studies are used.

Course Website (Canvas) Canvas is used for communication to students. Unless your communication is part of the course assignment, direct any one on one communication to me via my FGCU email or call me at 239-590-7710 or cell phone. If you have a specific question for me regarding your personal situation or concern please use my FGCU email address: sbrezina@fgcu.edu. Put “Student Question Intro to RHM Class” in the subject line. I will do my best to answer you within forty eight hours. If I do not, send the email again and put “Student Question CM second request” in the subject line. I have somehow overlooked your email. (This is not a frequent happening).

SECTION 2: MISSION, LEARNING OUTCOMES, & MEASUREMENTS

A. PROGRAM MISSION

“The mission of the Resort and Hospitality Management program is to provide students with core competencies and experiential learning opportunities in preparation for successful management careers and leadership roles in the resort and hospitality industry and to instill values of lifelong learning and community service.”

B. PROGRAM LEARNING OUTCOMES (PLOs)

Upon successful completion of the program students will be able to:
Content/discipline knowledge and skills:
1. PO1: Illustrate proficiencies and skills relevant to the operational areas of Resort and Hospitality Management.
Communication Skills:
2. PO2: Apply effective communication skills.
Critical Thinking Skills:
3. PO3: Evaluate information and make decisions using critical thinking and problem solving skills.
4. PO4: Apply ethical reasoning and professional judgment.

C. COURSE LEARNING OUTCOMES

At the completion of this course, students should be able to:

Identify and demonstrate content/discipline, proficiencies and skills relevant to the operational areas of Resort and Hospitality Management.
Choose experiential learning opportunities in the field of Resort and Hospitality Management that can develop professional judgments and leadership skills.
1. Communicate effectively.
2. Evaluate information and make decisions using critical thinking and problem solving skills.
3. Develop an awareness of the importance of community service, ethical values, and life-long learning.

4. Distinguish differences and similarities in Resort, Hospitality and Tourism Industries

5. Define and use key terminology, theories, and approaches of Resort, Hospitality and Tourism Management

6. Survey leadership, management and operation practices in Resort and Hospitality Organizations Identify important uses of e-commerce and social media in the Hospitality Industry

7. Analyze through observation and research potential career opportunities in resort and hospitality management businesses.

8. Identify important uses of e-commerce and social media in the Hospitality Industry

9. Analyze through observation and research potential career opportunities in resort and hospitality management businesses.

**MEASUREMENTS OF STUDENT LEARNING OUTCOMES**

When assessing the learning outcomes below, if a student answer correctly **85 - 100 percent** of the questions used to assess their learning outcomes then the student **EXCEEDS EXPECTATIONS**. With **70 – 84 percent** score the students will **MEET EXPECTATIONS**. If the students obtain **less than 70 percent** then their performance are **BELOW EXPECTATIONS**.

<table>
<thead>
<tr>
<th>ALC/ILO/ PLO Learning Objectives</th>
<th>Course Learning Outcomes</th>
<th>Assessment Use To Measure Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content/Discipline Knowledge &amp; skills</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ILO1 &amp; 3, PLO1 &amp; 4</td>
<td>1. Distinguish differences and similarities in Resort, Hospitality and Tourism Industries</td>
<td>Quizzes, Exams and Assignments. Field Trips to hotels and resorts. Guest Speaker or on-site expert discussions, class team or individual assignments</td>
</tr>
<tr>
<td>ILO1 &amp; 3, PLO1 &amp; 4</td>
<td>2. Define and use key terminology, theories, and approaches of Resort, Hospitality and Tourism Management</td>
<td></td>
</tr>
<tr>
<td>ILO1 &amp; 3, PLO1 &amp; 4</td>
<td>3. Survey leadership, management and operation practices in Resort and Hospitality Organizations</td>
<td></td>
</tr>
<tr>
<td>ILO1 &amp; 3, PLO1 &amp; 4</td>
<td>4. Identify important uses of e-commerce and social media in the Hospitality Industry</td>
<td></td>
</tr>
<tr>
<td>ILO1 &amp; 3, PLO1 &amp; 4</td>
<td>5. Analyze through observation and research potential career opportunities in resort and hospitality management businesses.</td>
<td></td>
</tr>
</tbody>
</table>
ALC – Academic Learning Compact (State of Florida requirements)
ILO – University Learning Outcomes
PLO – RHM Program Learning outcomes

SECTION 3: LEARNING OUTCOME EVALUATION METHODS AND GRADING POLICIES

A. Course Grading: assigned based on the total number of points earned on the following assignments:

<table>
<thead>
<tr>
<th>GRADE COMPONENT</th>
<th>POSSIBLE POINTS</th>
<th>ACTUAL POINTS</th>
<th>CUMULATIVE TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INDIVIDUAL ASSIGNMENTS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current Events submissions (2) 10 pts each</td>
<td>20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Report on Hospitality Sector and Career opportunities (Students who had my class for HFT 1000 will report on a hospitality sector rather than a career)</td>
<td>25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Test One</td>
<td>75</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Communication**
ILO2 & 3, PLO3 & 4

2. Define and use key terminology, theories, and approaches of Resort, Hospitality and Tourism Management
3. Survey leadership, management and operation practices in Resort and Hospitality Organizations

**Critical/Analytical Thinking**
ILO1 & 3, PLO1 & 4

1. Distinguish differences and similarities in Resort, Hospitality and Tourism Industries
5. Analyze through observation and research potential career opportunities in resort and hospitality management businesses.

Written Projects and Assignments

Exams and Assignments and field trip observations and discussions
B. How your final course grade is determined based on percentage points?

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
<th>List Points Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93% - 100.0%</td>
<td>372-400</td>
</tr>
<tr>
<td>A-</td>
<td>90% - 92.9%</td>
<td>360-371</td>
</tr>
<tr>
<td>B+</td>
<td>88% - 89.9%</td>
<td>352-359</td>
</tr>
<tr>
<td>B</td>
<td>83% - 87.9%</td>
<td>332-351</td>
</tr>
<tr>
<td>B-</td>
<td>80% - 82.9%</td>
<td>320-331</td>
</tr>
<tr>
<td>C+</td>
<td>78% - 79.9%</td>
<td>312-319</td>
</tr>
<tr>
<td>C</td>
<td>77.9 - 70 %</td>
<td>280 -311*</td>
</tr>
</tbody>
</table>

*If you entered program this year all RHM Students must pass major core classes with C or better.

C- Does not exist in this course
D+ 68% - 69.9% 272-279 will count for credits but not major.
D 63% - 67.9% 240-278
D- 60% - 62.9% 232-239
F Less than 60.0% <239 =0

SECTION 4: TEACHING METHODS, PHILOSOPHY, & MESSAGE TO STUDENTS

A. TEACHING METHODS
Students learn through a variety of instructional methods. This course uses lecture, discussion, field trips, in class and on-line assignments and projects to introduce, reinforce and emphasize subject matter and terminology unique to the Resort, Hospitality and Tourism Industries.

B. TEACHING PHILOSOPHY
Student involvement in the class is encouraged through discussion, assignments, on-site classes, field trips, projects and guest speakers. Critical thinking is encouraged through assignments and experiences which apply theoretical concepts hospitality industry observation, experience and practice. Assignments, projects and examinations require students to integrate their knowledge of the resort, hospitality, and tourism terminology and business into clear, concise written and verbal communication.

C. MESSAGE TO STUDENTS
This course provides foundation knowledge of the many segments of the resort, hospitality and tourism management field. It also exposes the student to many potential career opportunities available to hospitality students with education, experience and enthusiasm for the industry.

SECTION 5: TENTATIVE CLASS SCHEDULE OUTLINED FOR Spring 2016
This will be firmed up with confirmed field trip and assignment dates in next couple weeks and updated to reflect any changes and posted to Canvas.

<table>
<thead>
<tr>
<th>WEEK</th>
<th>Date</th>
<th>Chapters, Topics, Assignments, &amp; Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan 12</td>
<td>Introduction to course/RHM program and major expectations/Intro exercise Syllabus Review. Assign Chapters 1-4 Brymer reading  Intro exercise Syllabus Quiz 5pts – posted on Canvas next Wednesday and open for one week</td>
</tr>
<tr>
<td>2</td>
<td>Jan 19</td>
<td>Hospitality Career/segment report assigned Go over all semester assignments in detail Lecture/discussion chapters 1-4 and Resort operations information in class. (continue)  In class activity 1- 5pts Assignment : Professional Appearance/impression – Due next week.</td>
</tr>
<tr>
<td>3</td>
<td>Jan 26</td>
<td>Turn in Professional Appearance Assignment 10pts Discussion of first impressions and appearance (Steve Jeffes) Reading Assignment Chapters 5 and 6 Brymer</td>
</tr>
<tr>
<td>4</td>
<td>Feb 2</td>
<td>Tentative Field Trip or *Current Event discussion- ( Extra Credit two points for first class report turn-ins) Continue Lecture/discussion of chapters 1-6. In class activity 2- 5pts Chapter Question Assignment, due Feb 10. – End of Chapter Questions. Chapter 5 questions 1, 4, 6, 8. Chapter 6 –questions 2,4,5,6,7,8.</td>
</tr>
<tr>
<td>5</td>
<td>Feb 9</td>
<td>Back up date for field trip ) *Current Event discussion Continue Chapter Lecture 5,6, Discussion Class Activity 3- 5pts *You may turn in Assigned Chapter Questions if you choose or wait until next week.</td>
</tr>
<tr>
<td>6</td>
<td>Feb 16</td>
<td>*Current Event discussion Turn in Chapter Question Assignment-5pts Hospitality Careers Report Due Study review for exam will be sent via Canvas</td>
</tr>
<tr>
<td>7</td>
<td>Feb 23</td>
<td>Test #1 ( Ch. 1-6) Brymer and Resort Management and Operations information from class. Begin Lecture Discussion of Chapter 10 (?) Current Events discussion Assignment Chapters 7,8,9 READ as students will lead discussion of theses chapters</td>
</tr>
<tr>
<td>8</td>
<td>Mar 1</td>
<td>*Current Events Student Lead Lecture/Discussion Chapters 7,8,9- Group Class Activity 4-10 points. Assignment: Read Chapter 10.</td>
</tr>
<tr>
<td>9</td>
<td>Mar 8</td>
<td>Spring Break off!!! Review for Mid-term to follow by Canvas Post in week.</td>
</tr>
<tr>
<td>10</td>
<td>Mar 15</td>
<td>*Current Events Lecture wrap of Chapters 7,8 and 9 and Lecture Chapter 10. (Tentative back up date for field trip)</td>
</tr>
<tr>
<td>11</td>
<td>Mar 15</td>
<td>Field Trip Tentative Come professionally dressed ( No jeans please or shorts) and be there by 2:30 pm. *Current Events discussion</td>
</tr>
<tr>
<td>Date</td>
<td>Activity</td>
<td></td>
</tr>
<tr>
<td>--------</td>
<td>--------------------------------------------------------------------------</td>
<td></td>
</tr>
</tbody>
</table>
| Mar 29 | *Current Events  
Mid Term Exam Chapters 1-10 plus other readings and class material to date.  
Assignment read Chapters 11, 12, 13  
In class individual assignment/activity 5pts. Will be given with exam instructions.  
End of Chapter 13 Questions Assignment due next week- 10 pts  
Assignment : Read Chapters 11,12,13 |
| April 5 | Current Events Day. Lecture/Discussion 11,12, 13  
Return Hospitality Career Reports-  
Group Class Activity of Hospitality Career Reports discussion -10pts  
Continue overview of Brymer Part 4 Career Menu Discussion of careers and in class assignment.  
Chapter Assignment due April 19-  
(2nd option date for field trip #3)  
Assign reading of chapters 14, 15-16. |
| April 12 | Current Events Day, Lecture/Discussion 11,12, 13  
Return Hospitality Career Reports-  
Group Class Activity of Hospitality Career Reports discussion -10pts  
Continue overview of Brymer Part 4 Career Menu Discussion of careers and in class assignment.  
Chapter Assignment due April 19-  
(2nd option date for field trip #3)  
Assign reading of chapters 14, 15-16. |
| April 19 | Current Event Discussion  
Chapter Assignment Due -5pts  
Turn in All Field trip reports together.  
Lecture/Discussion of chapters 14,15,16.  
Class Activity/Hospitality Career Reports continue (as necessary)  
Continue overview of Brymer Part 4 Career Menu. Resort Management Reading Review for Exam will be posted to Canvas. |
| April 26 | Current Event Discussion  
Test # 2 Chapters (11-16)  
Continue overview of Brymer Part 4 Career Menu  
Make up tests will be given this week in class after Test #2. |

17 Final Exam week begins April 28th  
NO Final Exam in this class.  
Make up exams for class will be given in the 12:30-2:45 Time Block On Tuesday April 28th, in Room 110.

“The instructor reserves the right to amend the tentative schedule as deemed necessary.”

SECTION 6: CLASSROOM FORMAT, POLICIES, MANAGEMENT STATEMENT

A. CLASSROOM POLICIES  
In this class, although an assignment is due the day of class, you may turn in the assignment by Friday at 4pm in my office without late penalty. (except for current event reports–see below) Please slip under door if I am not in office. After that a late penalty of 10% off the assignment given to late work. No work will be accepted by email attachment or Canvas submission unless directed in assignment.

B. Current Events Assignments. You must do two current event reports. You have four months to turn these in during in class meeting times and they must be turned in prior to the discussion of the topics on that day. You must submit your current event report in different months- no credit for two current events turned in the same month. *Incentive: January submissions receive two extra credit point, February
Submissions receive one extra credit point. Current Event Reports are not accepted as email attachment, through Canvas or in my office.

C. CLASS ROOM FORMAT

Field Trips. Not Optional. We are so fortunate to have a supportive hospitality industry. Please come to the field trip in conservative attire appropriate for a professional setting. (No jeans allowed in private clubs) Arrive on time. We will take a tour and have a talk session with management. Observe and ask questions of the management team on site. You must attend to turn in a field trip report- attendance will be taken at the site. Questions may be asked from the field trip on future tests or exams.

Cell Phones….No…off and out of sight. Enthusiasm and attention count in this class and in the hospitality profession, start practicing now. No texting in class. Please engage in your social media life OUT of this classroom. Five points from class participation points will be taken off for each infraction.

We do break each hour and at this time you may catch up on your communication.

(It is a long three hours some days, but the information you are learning provides the foundation for your career in hospitality management 😊. Power on!

IPADS/Laptops must not be disruptive. I prefer that you are engaged with the class and not as a passive note taker. Laptops are useful for classroom and group project assignments. (Not a necessary requirement)

We will take class breaks and you are free to use your technology in and out of the classroom during our breaks.

Absences from class. Each in class session is critical. Missing class negatively impacts your grade because you cannot make up the points you did not earn for participation in class activity.

Almost every in class session has at least 5 points of credit given for doing the in class assignment.

Please come to see me if you have extenuating circumstances (miss more than two classes in a row) and we will work to resolve the situation. I do not give make up points for missed assignments in class and most classes will present point opportunities. Extra credit points may be an option, but they are not a certainty.

Extra Credit Opportunities: These typically come through participation in RHM events or other University sponsored events. I will make them available on a first come, first serve basis. Check your email for opportunities.
Changes to due dates or quiz/exam dates. I do my best to adhere to the schedule as represented in the tentative class schedule section. In most semesters the field experience trips are set by week three of class. Please review it weekly so that you know what is expected of you. Any changes that I make will be announced in class and/or posted on Canvas. It is your responsibility to keep up with any changes to the schedule. If you must miss class, get the information you missed from a fellow student. I encourage you to find a class buddy during the first break, the first day and exchange email or text information.

Directions for Assignments. I will provide information for you through Canvas and email attachments for assignments and projects that I cover in class. Please ask questions if you are not clear as to how you should proceed with an assignment.

SECTION 7: UNIVERSITY & COLLEGE STANDARDS & POLICIES

Academic Behavior Standards and Academic Dishonesty - All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the “Student Code of Conduct” on page 11, and “Policies and Procedures” sections on pages 18 - 24. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at http://studentservices.fgcu.edu/judicialaffairs/new.html

Copyright – The university requires all members of the university community to familiarize themselves 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.

Disability Accommodations Services - Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall 137. The phone number is 239 - 590 - 7956 or TTY 239 - 590 - 7930

University Policy about Student Observance of Religious Holidays - All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be
excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.


**Grading Policies and Grading Systems** - The grading system at FGCU is described in the FGCU Catalog and is overseen by the Office of Planning and Institutional Performance.

(http://www.fgcu.edu/catalog/)

In accordance with FERPA (Family Educational Rights and Privacy Act, 1974), grades may not be announced in class or displayed in any public view by use of the Student ID number (or social security number) in a paper or electronic format. Electronic display format includes email or a web-based environment such as Angel.

**SECTION 7: UNIVERSITY & COLLEGE STANDARDS & POLICIES CONT.**

**Retention of Papers, Tests, Student and Class Records** - University policy dictates that any materials, hardcopy or electronic, that contribute to the determination of a course grade be maintained by individual faculty for one full academic year after the end of the semester. In addition, departments/programs must maintain all records pertinent to grades for any faculty no longer with the university.

**Eagle Mail** - is Florida Gulf Coast University’s student e-mail system. Your FGCU Eagle Mail account MUST be activated. If you are a first time student, you will need your PIN and Student ID, both of which are assigned at registration.
- If you don’t know your PIN, you will need to go to the Registrar's office to retrieve it.
- To activate your account, visit [http://admin.fgcu.edu/IS/applications/studentaccts/activate.asp](http://admin.fgcu.edu/IS/applications/studentaccts/activate.asp).
- The ANGEL (at [http://elearning.fgcu.edu](http://elearning.fgcu.edu)) will be used as the primary application for learning and communication. Additional course information may be distributed via Eagle Mail, so make sure you know how to retrieve your Eagle mails, and check it very frequently (at least once a day).
- Log in to ANGEL at [http://elearning.fgcu.edu](http://elearning.fgcu.edu). You need to use FGCU Eagle Mail account and password to log in.
- Assignments, instructions, and other course information on ANGEL are integral components of the course material and are hereby incorporated as part of this syllabus.

**The FGCU Writing Center** - assists student writers through free, accessible, learning-based writing consultations. Our primary goals are to help students improve their abilities to think independently, to write critically, and to learn and implement strategies that will assist them in producing effective writing assignments. Consultants help writers with brainstorming, formulating a clear thesis, developing their ideas, and revising. Writing Center sessions are designed to assist writers in improving their ability to revise independently. Writing Consultants also help writers identify issues of style and mechanics; however, **they do not edit or proofread**. The Writing Center is located in Library West, 202C. Library West is not accessible from the main Library building (Library East). Phone: 239/590-7141

Welcome to the Resort & Hospitality Management Majors and PGA students too. We are so very pleased that you have chosen our RHM program to get your education for this fulfilling and promising career. It is my pleasure to be your professor and it is my intention that you will have a rewarding education experience in this class and with the program. Please know that I do care.
about your academic progress and should you need help or assistance I am available to attend to your concerns. Kind wishes, Dr. Brezina (B)