

**HA 100, Fall 2016, 1 credits**  
**Introduction to Hospitality**  
**School of Hotel & Restaurant Management**  
**The W.A. Franke College of Business**

**Instructor:** Edward G Mc Keown, Ph. D.  
**Classroom:** M & W, SHRM 111 (9:10 am – 10 am)  
T & TH, SHRM 112 (12:45 pm – 1:35 pm)  
**Office:** SHRM 101 (North Building)  
**Office Hours:** M&W, 10 am – 11 am; T & TH, 2 pm – 3 pm & by appointment  
**Office Phone:** 928-523-6975  
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**E-mail Address:** Edward.McKeown@nau.edu  
**Text:** Introduction to Hospitality, 7<sup>th</sup> edition, Walker (Not Required)

**Academic catalog description:** Introduces the hospitality industry and career paths in hospitality.

**Course purpose:** The purpose of this course is to introduce students to the many opportunities in the hospitality industry.

**Intended course student learning outcomes:**

- Learn and classify the segments of the hospitality industry.
- Understand the role of professional management in the industry.
- Understand the various career choices.

**Assignments/Assessments**

Assignment	Points
Observation assignments – 2 total (50 pts each)	100
Interview Project	125
Weekly Quizzes – 7 total	175
Attendance/Participation (5 pts per day; 2 pts attendance, 3 pts participation)	70
Attendance/Participation makeup	10 pts, Max
<b>Total</b>	<b>470</b>

**Grade Computation:** Grades will be allocated as follows:

90-100% = A  
80-89% = B

70-79% = C  
60-69% = D

**Below 60% = F**

**Attendance:** You are responsible for attending all classes for which you are enrolled. Should an absence from class be unavoidable, you are responsible for reporting the reason to your instructors. In addition, you are responsible for making up any work you miss. **Your instructors are under no obligation to make special arrangements for you if you are absent** (<http://nau.edu/Student-Life/Student-Handbook/Academic-Policies/>).

**If you miss a day for any reason, you can make up the lost attendance/participation points by attending a SHRM Pathway event and writing a one page paper consisting of the synopsis and what you learned from the event.**

**Standards & Expectations:** As most organizations have standards, so will we. Microsoft, Nike, and Southwest Airlines did not reach the pinnacle of success by maintaining the status quo. They are considered the leaders in their industry and have set the standards by which others in their industry are judged.

**As your instructor I will:**

- treat you with the utmost respect and dignity.
- be available for assistance whenever possible.
- listen to your opinions and be open to feedback.
- strive to return all papers within 2 weeks.
- **HAVE FUN!**

As my partner you will be expected to:

- **BE ON TIME!**
- ask questions to ensure you understand the material and its relevance.
- treat your classmates with dignity and respect.
- contribute to classroom discussion.
- **not wear hats in class.**
- **HAVE FUN!**

In order to provide you with a snap shot of leadership experiences in the “real world”, we may occasionally have guest speakers or tour local businesses. These guests/tours will be professionals in the hospitality industry with expertise in the areas we will discuss. To portray our level of professionalism and give them the respect they deserve, we will wear **professional attire [at a minimum, that’s a dress shirt, tie, and dress slacks for gentlemen, and a nice top/blouse with a skirt or dress slacks, or dress for ladies]**. If you have **ANY** questions on what constitutes “professional attire”, please don’t hesitate to ask me **PRIOR** to the guest’s appearance. Improper attire will not be tolerated!

**Communication:** In this course we will communicate via the **Course Message** tool in Blackboard (Bb Learn). You will find this under “Course Tools” on the left hand side of the HA 315W course Blackboard site. You should check this section at least **twice** a day, because this is the primary means I will use to communicate with the class. Moreover, unless there is an emergency, this is also the means through which you should communicate with me. Like you, I receive a significant number of email messages daily, and this tool allows us to keep all course-related communication in one place. If you will miss class or be late for any reason, please text me so that I am aware.

**Academic Integrity:** In order to enrich your understanding of leadership, you may wish to consult outside sources. While this is highly recommended, you must thoroughly document **ALL** work that is not yours. Failure to do so constitutes plagiarism (to steal or pass off as one’s

own). As stated in NAU's Academic Integrity Policy in the Student Handbook, "An NAU student's submission of work is an implicit declaration that the work is the student's own" (<https://policy.nau.edu/policy/policy.aspx?num=100601>).

Academic dishonesty includes, **but is not limited to**, cheating on an exam, stealing exam questions, substituting one person for another at an exam, falsifying data, destroying, tampering with or stealing a computer program or file, copying all or part of a paper or project, signing another student's name to an attendance sheet or violating the integrity of any assignment to which points are assigned. *Failing to properly document your sources within the text of your assignment, and/or not including a reference page is plagiarism.* Students who allow their work to be copied are equally accountable and subject to the same penalties. Anyone who is found committing these or other acts of academic dishonesty will receive a **FAILING GRADE (F)** for the **entire course**. There is too much at stake to ruin your bright future, so don't risk it!

**Documented Disability Accommodations:** If you have any condition, such as a physical or learning disability, that makes it difficult for you to carry out the work as it has been outlined in this syllabus, please contact me **IMMEDIATELY**. The Disability Resource Center (DRC) provides academic accommodations for students with documented disabilities, who are otherwise qualified for university programs. If you have a documented disability that may require assistance, please contact the DRC located on the 2<sup>nd</sup> floor of the Health & Learning Center (Room 2050), or call 523-8773.

**Diversity Statement:** NAU defines diversity as the whole of the human experience. The human experience is marked by its complexity, shaped by historical, social, economic, and political phenomena, and is characterized by differences.

It is the official policy of Northern Arizona University to prohibit discrimination, to inform individuals of their right to be free of such behaviors, and to promote the safety of all individuals at university sites and activities ([http://nau.edu/Diversity-NAU/\\_Forms/Safe-Working-and-Learning-Environment-Policy/](http://nau.edu/Diversity-NAU/_Forms/Safe-Working-and-Learning-Environment-Policy/)).

**End of term week:** NAU is committed to the academic success of our students. As such, this policy was developed to ensure that students are not overly burdened at the end of the term with non-academic activities, new course assignments, or evaluations of their work which are not in accord with generally accepted University practice, precedent, or policy (<http://nau.edu/Student-Life/Student-Handbook/Academic-Policies/>).

**Policy on Religious Holidays:** Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during the semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify me no later than Friday, **4 September** of her or his intention to participate in religious holidays, which do not fall on state holidays or periods of class recess. This policy shall not apply in the event that administering the test or examination at an alternate time would impose an undue hardship on the instructor or the university, which could not reasonably have been avoided.

**FCB Communication Center:** As part of the W.A. Franke College of Business, SHRM students have access to the Business Communication Center (FCB Rm 114). The BCC provides in-person consultations, both one-on-one and in small groups (<http://franke.nau.edu/bcc/>). More importantly, SHRM has a dedicated peer writing tutor to assist with writing assignments. I highly recommend you use these services to enhance the quality of your writing. The ability to communicate, both orally and written, is one of the key skills industry professionals believe is essential for success.

**Advising** serves primarily as a clearinghouse for student-related services provided by the School of Hotel & Restaurant Management. You should go to this office at any time if you a) have a question about your academic standing; b) need academic advising; c) need petition forms, enrollment in full class forms, or forms for work experience or independent study; d) need a change of major formed signed by the Dean; e) are applying for graduation; or f) are seeking information regarding scholarships. For an advising appointment, visit the front desk.

**NAU Policies:** Follow this link for all of NAU's Academic Affairs Policies:  
<http://nau.edu/university-policies/academic-affairs/>.

**Course structure:** This course is a combination of in class lectures, out of class readings, and topic specific guest speaker/field trips.

**Readings and Materials:** This course does not require a textbooks. Readings are available online in the course Bblearn shell.

**Class outline/Tentative schedule** (schedule subject to change based on guests and tours):

Week	Topic	Class Agenda	Assignments & Quizzes are due by midnight Sunday of this week
8/29-9/2	Tourism	Lecture/Guest speaker	Quiz due
9/5-9/8	Labor Day	No class	
9/12-9/16	Hotels	Lecture/observation	Hotel observation and quiz due
9/19-9/23	Rooms Division	Lecture/Tour	Quiz due
9/26-9/30	Restaurants & F/B	Lecture/Tour: Red Lobster	Restaurant observation and quiz due
10/3-10/7	Managed Services	Lecture/Video	quiz due
10/10-10/14	Casinos and Gaming	Lecture	quiz due
10/17-10/21	Meetings/Conventions	Lecture/Tour	quiz due
<b>10/23/15</b>	<b>Final project</b>	<b>Interview</b>	<b>Interview due</b>

**Class policies:** This course is a quick survey and overview of the possible career paths in hospitality. As such, attendance is crucial for the course and will be taken daily. Field trips/guest speaker presentations are mandatory.

All readings should be completed prior to the class that topic will be discussed.

Make up work will **only** be accepted with instructor approval and **no more** than 1 week after initial due date.