Undergraduate Distance Education Review Form
(Required for all courses taught by distance education for more than one-third of teaching contact hours.)

Existing and Special Topics Course

Course: HOSP 101 Introduction to Hospitality Management

Instructor(s) of Record: Jeffrey Miller/Nicole Buse

Phone: 724-357-2626   **Email:** scbq@iup.edu

Step Two: Departmental/Dean Approval

Recommendation: ☑ Positive (The objectives of this course can be met via distance education)

☐ Negative

_____   12-3-14
Signature of Department Designee   Date

Endorsed: _____   12.7.14
Signature of College Dean   Date

Forward form and supporting materials to Liberal Studies Office for consideration by the University-wide Undergraduate Curriculum Committee. Dual-level courses also require review by the University-wide Graduate Committee for graduate-level section.

Step Three: University-wide Undergraduate Curriculum Committee Approval

Recommendation: ☒ Positive (The objectives of this course can be met via distance education)

☐ Negative

_____   1-27-15
Signature of Committee Co-Chair   Date

Forward form and supporting materials to the Provost within 30 calendar days after received by committee.

Step Four: Provost Approval

☑ Approved as distance education course   ☐ Rejected as distance education course

_____   1/30/15
Signature of Provost   Date

Forward form and supporting materials to Associate Provost.

JAN 21 2015   DEC 10 2014

UNDERGRADUATE DISTANCE EDUCATION REVIEW FORM ATTACHMENT

HOSP 101 Distance Education Proposal

Proposer: Nicole Buse

A. Provide a brief narrative rationale for each of the items, A1-A5.

1). How is/are the instructor(s) qualified in the distance education delivery method as well as the discipline.

I, Ms. Buse, have taught HRIM 101 now HOSP 101 for three semesters prior to the distance education delivery method in the summer of 2015. Therefore, I am very familiar and comfortable with the course curriculum. 1 have also used distanced education resources such as; D2L for all classes and "Managing Front Office Operations" Online component two semesters in a row in accordance with the HRIM 260 Front Office Management course. I am familiar with all aspects of D2L, such as drop box, content, grading, discussions boards, quizzes, etc. I have completed the D2L boot camp training. I have used D2L to provide distance education when I have been away from the classroom for conference attendance.

2). How will each objective in the course be met using distance education technologies?

   Syllabus of record course outcomes:

   a) Demonstrate an understanding of the history and traditions of the various components of the hospitality industry.
      a. Through assigned readings in the textbook and online interactive activities students will be able to develop and understanding of the history and traditions of the various components of the hospitality industry.
   b) Identify the major departments and key personnel within industry operations.
      a. Students will read about the major departments and key personnel within the industry in their textbook. They will also virtually interact with key personnel throughout various segments of the industry through the interactive online component. Through this component students are able to learn the key functions of various departments and personnel.
   c) Demonstrate an understanding of the relationships between travel, tourism, and the hospitality industry.
      a. Students will read about the relationships between travel, tourism, and the hospitality industry in their textbook. They will also be able to complete activities through the interactive component that stress these relationships.
   d) Demonstrate an understanding of the basic hospitality operations concept of major industry companies.

    a. Students will develop an understanding of the basic hospitality operations concepts through assigned textbook readings, interactive activities, and current events discussed through an online discussion board.

e) Recognize the primary skills and experiences that are common traits of successful hospitality managers.

    a. Students will be able to recognize the primary skills and experiences that are common traits of successful hospitality managers through assigned textbook readings, interactive activities, current events discussed through an online discussion board, and through research required to complete the final project.

f) Identify the components of a successful career search strategy for securing hospitality industry employment.

    a. Students will be able to identify and demonstrate the components of a successful career search strategy for securing hospitality industry employment through the career research project. Students will use research skills discussed through the course to research a company, exempt job position, nonexempt job position and internship. They will develop a concise handout of their research to share and discuss with the rest of the class.

Students will be required to purchase the following textbook: "Introduction to Hospitality Management" by John Walker. Students can purchase the textbook or eBook. Students will also be required to purchase MyHospitalityLab, an online program that accompanies the text book. The course will be divided into five sections. Each section's material will equate to a week of class review. The following material will be required at the end of the week. First, students will be required to complete the pretest found on MyHospitalityLab. Next, students will be required to read the chapter's listed for each week. Then, students will be required to complete the online activity assigned. Each online activity reviews the material that was discussed through the chapters. The activities are interactive modules that have virtual characters, discuss chapter topics, provide review games, discuss job responsibilities, and provide tours of various hospitality operations. Students will be required to complete a posttest after they have completed the activity. Each student will be assigned a different segment of the hospitality industry to complete a research activity. The research activity requires students to research one company, one non-exempt job position, one exempt job position, and one internship opportunity within their assigned segment of the hospitality industry. The students will then post a research handout to D2L that summarizes their full research for other student's to access. Students will also be required to respond to current event articles through a D2L discussion thread, posted by the instructor. The instructor will provide thought provoking questions, in which students are required to respond, research, and discuss. These current event discussions provide real world information that related directly to each course topic.

Week 1: Section 1: Tourism (Chapters 1 and 9)

- Current Event Discussion
- Complete online pretest (16 points)
- Read chapter material
- Complete topic online interactive activity: Hutchinson Manor (15 points)
- Complete posttest (16 points)

Week 2: Section 2: Lodging (Chapters 3-4)

- Current Event Discussion
- Complete online pretest (32 points)
- Read chapter material
- Complete topic online interactive activity: Hutchinson Hotel (90 points)
- Complete posttest (25 points)

Week 3: Section 3: Food and Beverage (Chapters 4 - 7)

- Current Event Discussion
- Complete online pretest (32 points)
- Read chapter material
- Complete topic online interactive activity: Vernon's Restaurant (90 points)
- Complete posttest (39 points)

Week 4: Section 4: Recreation and Attractions (Chapters 9 - 11)

- Current Event Discussion
- Complete online pretest (23 points)
- Read chapter material
- Complete topic online interactive activity: Sea Wolfe Casino (45 points) and Simmy's Splashtown (15 points)
- Complete posttest (24 points)

Week 5: Section 5: Venue and Event Management (Chapter 12 and 13)
- Current Event Discussion
- Complete online pretest (22 points)
- Read chapter material
- Complete topic online interactive activity: Nunaley Meeting Hall (30 points) and Sea Wolfe Arena (45 points)
- Complete posttest (22 points)

Using the MyHospitalityLab program features, students are about to meet each objective/topic required of the HOSP 101 course. Each week students will complete a pretest, posttest, and interactive activity through MyHospitalityLab. These online activities correspond directly with the topics required for the course.

3). How will instructor-student and student-student, if applicable, interaction take place?

Instructor-student interaction will take place through private chat through MyHospitalityLab, D2L, or email. The instructor will communicate with students through weekly D2L discussion boards. These weekly posts will include current events and thought provoking questions in which students will be required to respond. The instructor will also communicate through email, D2L, and/or MyHospitalityLab regarding general questions or concerns students have throughout the course. Performance feedback will be provided to students after the completion of graded assignments through D2l and MyHospitalityLab. The instructor will also be available to discuss issues through the telephone.

Student-Student interaction will take place through discussion boards on D2L. Students will post their research handout to the discussion board for other students to review. Students will be able to discuss their research and answer other student questions. Students will also be required to communicate with one another through the D2L current event discussions topic each week.

4). How will student achievement be evaluated?

Student achievement will be evaluated through the following assessments:

- Five online pretests (25 points)
- Seven online activities (330 points)
- Five online posttests (126 points)
- Research activity (100 points)
- Current event discussion posts (100 points)

Online pretests: Students will be required to complete five weekly online pretests. These tests address the knowledge students have prior to completing the class material. Students will not be graded on their knowledge of the material, since them have not learned it yet. They will earn five points for each pretest they attempt to complete.

Online activities: The online activities through MyHospitalityLab provide a virtual tour of various segments, departments, job positions, and more. Through these activities students will be required to complete check point activities to test their knowledge of the material being presented. Theses check point activities are graded for accurate responses to ensure students are learning the information presented. Point values for each activity vary.

Online posttests: Students will be required to complete an online posttest after each week's section material. Posttests are multiple choice questions. The amount of questions vary for each section.

Research activity: students will be graded on the quality of their research handout. The objective of this assignment is for students to practice researching companies, job postings, and internship postings. They are required to research the companies in detail, summarize job and internship responsibilities for various segments of the hospitality industry. At the conclusion of the course students will have practiced job searching skills and will also have a multitude of job and internship opportunities available to them to pursue.

Current event discussion posts: The instructor will post a current issue facing the hospitality industry each week through D2L discussion boards. The instructor will then provide thought provoking questions, in which students are required to respond, research, and discuss. These current event discussions provide real world information that related directly to each course topic. Students will be required to post and respond at least twice each week to the current event discussion posts. These posts will be analyzed for their thoughtful contribution to the class topic and class discussion. Students have the ability to earn 20 points each week for their contribution to the current event discussion posts, for a total of 100 points.

Total Points: 681

Students will be able to keep track of their grades through MyHospitalityLab and D2L. The final grade will be calculated by dividing points earned by total points.

5. How will academic honesty for tests and assignments be address?

Academic honesty is addressed in the syllabus with the following statement:

> Students are required to know and abide by the IUP Academic Integrity Policy, which can be found in your undergraduate catalog or http://www.iup.edu/page.aspx?id=132892. Cheating, plagiarism, or other forms of academic dishonesty are prohibited. For this course students will be required to cite material following APA format. Any form of plagiarism, cheating, or academic dishonesty are subject to receive an F for the assignment, quiz, exam, or course and may be brought to the University Judicial Review for possible sanctions.

Also, online tests will be timed and graded for each individual student. The activities are graded for each student automatically. Research handouts will be required to be submitted through D2L and originality checking for plagiarism.

Course Syllabus of Record

HRIM 101 Introduction to the Hospitality Industry
(The History, Development, and Current Characteristics of the Hospitality Industry)

3 Credits

A review of the history, development, and current characteristics of the Hospitality Industry with focus on lodging, restaurant, resort, club, amusement / theme park, beverage, cruise ship, and other industry-relevant operations. Guest speakers from the Hospitality Industry may be utilized to address the class.

Course Instructor:

Jeffrey Miller
IUP Assistant Professor of Hospitality Management (30 Years)

Bachelor of Science Degree in Food Service & Housing Administration (Hospitality) from Penn State University

Master of Science in Man-Environment Relations (Hospitality / Business / Communications) from Penn State University

Professional Hospitality Industry Experience includes:

> Assistant Hotel Manager at the Williamsburg Inn (Mobil 5-Star Resort Hotel)

> Assistant Restaurant Manager at Elby's Restaurants (Multi-Unit Chain)

> Club Manager at Holiday Inn State College

> More . . .

Course Topics:

> General Overview of the Hospitality Industry and What We Really Sell

> Historical Development of Lodging in the US – Colonial Era to Present

> How Lodging Properties Are Classified for Industry and Guest Understanding

> Lodging Operating Department and Associated Staff

> Lodging Food and Beverage

> Resorts and How They Differ from Other Lodging Concepts

Historical Development of Food Service in the US – Colonial Era to Present

Classification of Food Service Operations

Types of Food "Delivery" Systems

Dining Room Operations and Staff

Kitchen Operations and Staff

Beverage Operations and Products

Amusement / Theme Parks

Cruise Ships

Gaming Operations

Clubs

"Pioneers" of the Hospitality Industry

Plus . . .?

How You Will Earn Your Grade:

3 Take-Home Tests -- 100 Points Each

Out-of-Class Internet Exploration Assignment -- 20 Points

To Calculate Your Final Earned Grade: Add up all of your earned points and divide that sum by 3. I use the standard IUP grading scale.

Do I Give Bonus Points? . . . **YES**

Class Attendance Policy:

Attend class . . . Do I take role? . . . No

Will you earn a better grade if you attend class regularly? . . . Probably, Yes . . .

Required Textbook:

There is no required textbook. I will place lecture packets on the IUP "I" Drive which you   can print for your use.

Course Syllabus Online Version

HOSP 101 Introduction to the Hospitality Industry
(The History, Development, and Current Characteristics of the Hospitality Industry)

I. **Catalog Description**

HOSP 101 Introduction to the Hospitality Industry	3 class hours
	0 lab hours
Prerequisites: None	3 credits
	(3c-0l-3cr)

A study of the development and current status of the hospitality industry. Major hotel, restaurant, and related professional area employers are profiled. Career opportunities are discussed. Guest speakers from various hospitality industry segments may be featured.

II. **Course Instructor:**

Instructor: Nicole Buse

Office: 11 Ackerman Hall

Email: n.r.buse@iup.edu

Office Phone: 724-357-4972

Office Hours: M/W/F: 10:00a.m. – 11:30a.m., T/R: 10:00a.m. – 11:00a.m. or by appointment.

III. **Course Outcomes**

The student will be able to:

1. Demonstrate an understanding of the history and traditions of the various components of the hospitality industry.

2. Identify the major departments and key personnel within industry operations.

3. Demonstrate an understanding of the relationships between travel, tourism, and the hospitality industry.

4. Demonstrate an understanding of the basic hospitality operations concept of major industry companies.

5. Recognize the primary skills and experiences that are common traits of successful hospitality managers.

6. Identify the components of a successful career search strategy for securing hospitality industry employment.

IV. Evaluation Methods

- Five online pretests (25 points)
- Seven online activities (330 points)
- Five online posttests (126 points)
- Research activity (100 points)
- Current event discussion posts (100 points)

Total Points: 681

To Calculate Your Final Earned Grade: Add up all of your earned points and divide that sum by total number of assignments. Grades will be visible throughout the semester on MyHospitalityLab.

V. Grading Scale

A = 90% to 100%
B = 80% to 89%
C = 70% to 79%
D = 60% to 69%
F = below 59%

VI. Course Outline

Week 1: Section 1: Tourism (Chapters 1 and 9)

- Complete online pretest (5 points)
- Read chapters 1 and 9
- Complete topic online interactive activity: Hutchinson Manor (15 points)
- Complete posttest (16 points)

Week 2: Section 2: Lodging (Chapters 3-4)

- Complete online pretest (5 points)
- Read chapters 3 and 4
- Complete topic online interactive activity: Hutchinson Hotel (90 points)
- Complete posttest (25 points)

Week 3: Section 3: Food and Beverage (Chapters 4 -7)

- Complete online pretest (5 points)
- Read chapters 5, 6, and 7.
- Complete topic online interactive activity: Vernon's Restaurant (90 points)
- Complete posttest (39 points)

Week 4: Section 4: Recreation and Attractions (Chapters 9 - 11)

- Complete online pretest (5 points)
- Read chapters 9, 10 and 11.
- Complete topic online interactive activity: Sea Wolfe Casino (45 points) and Simmy's Splashtown (15 points)
- Complete posttest (24 points)

Week 5: Section 5: Venue and Event Management (Chapter 12 and 13)
- Complete online pretest (5 points)
- Read chapters 12 and 13.
- Complete topic online interactive activity: Nunaley Meeting Hall (30 points) and Sea Wolfe Arena (45 points)
- Complete posttest (22 points)

VII. Class Structure

Each week students will be required to read chapter material, complete a pretest and posttest for each section topic and complete either one or two online interactive activity that corresponds to the week topic. Students will earn 5 points for attempting to complete the all pretest questions to the best of their ability. The pretests, posttests, and online activities will be completed through MyHospitalityLab. Access to MyHospitalityLab is required for this course. Also, all of these assignments are to be completed individually.

VII. Research Activity (100 points):

The objective of this research activity is for students to research companies, career opportunities, and internships available within the hospitality industry. Students will be assigned a segment of the hospitality industry to research on the first day of class. Due dates will be established the first day of class as well. The research report must include the following:

Company Research:

Research one company within your assigned segment of the hospitality industry. Research items can include, but are not limited to the following topics:
   1. Why your team chose the segment
   2. For each company identify

a. Company name
b. Company headquarters
c. Company mission/vison/goals
d. Company performance
    i. Size of company
        1. Revenue
        2. Number employees
    ii. Financial performance
        1. Recent performance (sales, revenue) verses:
            a. Past year
            b. Past 5 years
    iii. Future goals
e. Company competitors
f. Corporate responsibility/community relations
g. Current news about the company

Job Position Research:

Research at least one job descriptions of a nonexempt job position and one exempt job positions within your chosen company. Research items can include, but are not limited to the following topics:
1. Explain why the position was of interest to your team, and then identify:
    a. Job title
    b. Job location
    c. Job responsibilities
    d. Qualifications
    e. Educational requirements
    f. Experience requirements
    g. Skills
    h. Certifications
    i. Any other requirements
    j. Compensation for position
    k. How does this compensation for this position in your chosen company compare to competitors?
    l. Benefits for this position
    m. How do these benefits for this position in your chosen company compare to competitors?
    n. Number of jobs available for next 12 months for chosen positions
    o. Selection process for anyone interested in these jobs

Internship Research:

Research one internship opportunity within your assigned segment topic. Research items can include, but are not limited to the following topics:

1. For each internship identify:
    a. Company
    b. Company contacts for internship
    c. Internship title
    d. Internship location
    e. Internship responsibilities
    f. Paid or unpaid
    g. Number of internships available each year
    h. Selection process for internship
    i. % of internships that were selected for permanent positions in past

Handout:

Students are required to develop a two page concise handout that summarizes your research based upon the above requirements. This handout must include a third page that identifies the all references cited according the APA standards. Handouts will be due in the D2L drop box according to the assigned due dates established during the first day of class. Late research handouts will incur a 10% penalty for every day late. Once the handouts are approved the instructor will post these to D2L for all students to reference. At the conclusion of this course all students will have a variety of job and internship opportunities available to them within the industry.

VIII. Written Assignments:

All written assignments must be typed; use 12-point font, double spaced, one inch margins, exhibit proper spelling, grammar, punctuation and format. Written assignments should also abide with APA guidelines with proper citations and references.

IX. Academic Integrity:

Students are required to know and abide by the IUP Academic Integrity Policy, which can be found in your undergraduate catalog or http://www.iup.edu/page.aspx?id=132892. Cheating, plagiarism, or other forms of academic dishonesty are prohibited. For this course students will be required to cite material following APA format. Any form of plagiarism, cheating, or academic dishonesty are subject to receive an F for the assignment, quiz, exam, or course and may be brought to the University Judicial Review for possible sanctions.

X. Required Textbook:

Walker, J. R. (2013). *Introduction to hospitality management.* Upper Saddle River, NJ:

Pearson Education Inc.

Access to MyHosptalityLab

Access to Desire 2 Learn. (www.iup.edu/d2l)

HOSP 101 – Introduction to Hospitality Management

Distance Education Proposal

Sample Lesson Week 3:

Class Topic: Section 3: Food and Beverage (Chapters 4 - 7)

1. Current Event Discussion:

> This week's current event issue is titled "FDA finalizes menu and vending machine calorie labeling rules" which can be accessed through this FDA website:
> http://www.fda.gov/NewsEvents/Newsroom/PressAnnouncements/ucm423952.htm

> Students will be required to read the article and respond to the following question:

> In accordance with the 2010 Patient Protection and Affordable Care Act, many restaurant chains and vending machines are now required to post calorie information. What are the potential positive and negative effects this ruling can have on the businesses required to post this information and the consumers purchasing from these businesses?

2. Complete online pretest

> Students are required to complete the online pretest for Section 3: Food and Beverage through MyHospitalityLab. The pretest will consist of 32 questions. Students are required to complete the pretest prior to reading chapter material and completing the online activity. Students will earn points for simply completing the pretest. This is used to base students' knowledge of the food and beverage industry prior to completing the assignments.

3. Students are assigned to read chapters four through seven.

4. Students are assigned to complete the online interactive activity.

> Vernon's Restaurant can be accessed through MyHospitalityLab. This assignment is worth 90 points. Students will get a virtual tour of a restaurant operation, be able to speak with various restaurant employees, and get a tour of the different departments within the restaurant.

5. Students are required to complete the online posttest.

> Students can access the online posttest through MyHospitalityLab. The posttest will consist of 39 questions.