Wilkes University Curriculum Committee

PROPOSAL SUBMITTAL FORM

Directions:

- Use this set of forms for all proposals sent to the Curriculum Committee.
- Pages 1-3 of this document are required. Any unnecessary forms should be deleted from the packet before submissions. If multiple forms are needed (course addition, course deletion, etc), simply copy and paste additional forms into this packet.
- Note that all new programs (majors and minors), program eliminations, significant program revisions and all general education core revisions must be reviewed and approved by the Provost and Academic Planning Committee (APC) prior to submission to the Curriculum Committee. The Provost will make the decision if a program revision requires APC review.
- Completed and signed forms are due no later than the second Tuesday of every month. Submit one signed original hard copy and a scanned electronic copy with all signatures to the Chair of the Curriculum Committee.

1. Originator: Dr. HyeRyeon Lee, Assistant Professor of Hospitality
   Dr. Jennifer Edmonds, Associate Dean
   Dr. Ge Xiao, ELM Department Chair
   Jay S. Sidhu School of Business and Leadership
   Phone: 570-408-4739
   Email: hyeryeon.lee@wilkes.edu
   jennifer.edmonds@wilkes.edu
   ge.xiao@wilkes.edu

2. Proposal Title: Hospitality Leadership Major and Minor

3. Check only one type of proposal: (double click on the appropriate check box and change default value to “checked”).

   [X] New Program. (Major or Minor Degree Programs). This requires prior review and approval by the Provost and APC.
   [□] Elimination of Program. (Major or Minor Degree Programs). This requires prior review and approval by the Provost and APC.
   [□] Program Revision. Significant revisions to a program require review and approval by the Provost. The Provost determines if review and approval by APC is necessary.
   [□] General Education Revision. Submissions only accepted from the General Education Committee (GEC). Must be reviewed and approved by the Provost.
   [□] Creation of new departments, elimination of existing department. This requires prior review and approval by the Provost and APC.
   [□] Course additions or deletions not affecting programs (such as elective courses, transition of “topics” courses to permanent courses).
   [□] Change in course credit or classroom hours.
Incidental Changes. Includes changes in course/program title, course descriptions, and course prerequisites. (Although these changes do require approval by the Curriculum Committee, they do not go before the full faculty for approval).

Other ( Specify)
4. Indicate the number of course modification forms that apply to this proposal:

12 Course Addition Form (plus syllabi)
_____ Course Deletion Form
_____ Course Change Form

5. Executive Summary of Proposal.

Briefly summarize this proposal. The breadth and depth of this executive summary should reflect the complexity and significance of the proposal. Include an overview of the proposal, background and reasoning behind the proposal and a description of how the proposal relates to the mission and strategic long-range plan of the unit and/or university. For incidental changes a one or two sentence explanation is adequate.

The purpose of the Hospitality Leadership major and minor proposal can be understood in the context of growing demand for management professionals in the hospitality industry. The hospitality and tourism industry has been rapidly growing and is one of the world’s largest sectors, supporting 284 million jobs and generating 9.8% of world GDP (US$ 7.2 trillion) in 2015 (World Travel & Tourism Council, 2016). The hospitality and tourism sectors impact the Pennsylvania economy as well. It supports 6.5% of jobs in PA, including 319,700 direct tourism jobs, and it generates nearly $4.1 billion in state and local taxes (Tourism Economics, 2015).

Hospitality and tourism management is a multidisciplinary field of study that integrates and applies concepts and principles from a variety of disciplines. In order to meet the market demand, hospitality leaders need to develop knowledge and skills regarding marketing, management, finance, accounting, and operations. The Sidhu undergraduate business program is centered on self-development through three interconnected components: leadership development, a balanced set of foundation courses, and preparation for entry into specific careers and jobs. The new Hospitality Leadership program within the Sidhu School will provide core business education and help students develop the skills for authentic hospitality leadership and ethical business practices.

The mission of the Jay S. Sidhu School of Business and Leadership is as follows:

The faculty of the Sidhu School commit to the development of our regional, national, and international students and alumni through: the practice of impactful teaching and mentoring; the understanding of emotional intelligence and entrepreneurial spirit; the growth of leadership potential; and their continued development to meet these challenging demands. Central to our programs and initiatives is the commitment to continuous program improvement and the development of programs and opportunities that add value to Wilkes University and its mission.

The proposed Hospitality Leadership program would support the mission of Sidhu School by emphasizing “the growth of leadership potential and their continued development to meet these challenging demands.” The Hospitality Leadership program is an integral component of the Sidhu School’s strategic plan for innovation to become a preeminent source of future leaders in growing industry. The Hospitality Leadership program is designed to provide students with the opportunity to develop expertise in business management applied to the world of hospitality industry. Students will have a variety of managerial career opportunities in lodging, food and beverage, gaming, tourism,
cruises, airlines, managed services for clubs and institutions, and the convention and meeting industry.

6. Other specific information. (Not applicable for incidental changes.)

What other programs, if any, will be affected by this proposal? Describe what resources are available for this proposal. Are they adequate? What would be the effect on the curriculum of all potentially affected programs if this proposal were adopted? Include any potential effects to the curriculum of current programs, departments and courses.

The Hospitality Leadership major will enhance the curricular opportunities for students within the Jay S. Sidhu School of Business and Leadership. Specifically, its curriculum and course requirements will enhance the Leadership and Sports Management degrees. The leadership course requirement in the Hospitality Leadership major will increase the enrollments of LDR 201 (Introduction to Leadership). For the resource, the Sidhu School is undergoing a recruitment process for an assistant professor of leadership. In addition, sports management students would benefit from learning hospitality disciplines related to sports events and marketing.

CAHSS will be affected, in that EC 101 and EC 102 are required courses for all Sidhu majors. We expect the interest in the Hospitality Leadership program to mimic that of the Sports Management program, which means a potential enrollment of about 50 students in the Hospitality Leadership Program within 3 years. We are proposing that the EC courses be taken at the sophomore or junior level, which would mean additional demand of 30-50 students over the next several years.

The Hospitality Leadership minor will also draw students who may pursue the hospitality profession through business majors; they will find the minor in hospitality leadership to be an excellent complement to their primary academic and career interests. Additionally, the hospitality leadership major may bring new students to Wilkes.
7. Program Outline. (Not applicable for incidental changes).

A semester-by-semester program outline as it would appear in the bulletin for a new program or any modified program with all changes clearly indicated.

The purposed Hospitality Leadership program will consist of 125 credits, as do others of Sidhu programs. Each major within the Sidhu School contains six tiers:

1. The first tier begins with a first-year integrated management experience, which is a two-semester sequence that takes students through the entrepreneurial process from creating a business concept, to planning the venture, to launching and operating the business, to harvest and closure of the firm. In a team-based environment, students learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. BA 151 and BA 152 are courses currently offered by Sidhu School.

2. The second tier of the curriculum includes the Sidhu School foundation courses, which transmit a common educational experience to all majors by addressing topics that are recognized to be basic and necessary to all practicing management professionals, including accounting, economics, and math requirements. ACC 161, ACC 162, EC 101, EC 102, and MTH 101 are all courses currently offered at Wilkes.

3. The third tier requires the completion of 21 credits of core courses. These courses extend students’ knowledge bases to functional areas of business such as management, marketing, leadership, finance, strategy, international business, and business law. These courses are all offered by Sidhu School.

4. The fourth tier requires the completion of at least 27 credits that are specific to each of the majors. The required courses are devoted to current and emerging theories and practices in hospitality. These include management of hotels and restaurants, hospitality law and leadership ethics, human resources management in the service industry, hospitality finance, and hospitality marketing. Electives courses include gaming and casino management, event management, facility management, and other courses related to hospitality management. This tier contains 10 of the 12 new courses.

5. The fifth tier requires a 6-credit experiential component to connect classroom knowledge with practical experience. For the Hospitality Leadership program, students will be required to participate in a variety of hands-on opportunities. Students are encouraged to pursue a combination of internal and external internships. Some local opportunities include hotels, restaurants, casinos, resorts, and managed services for clubs and institutions. The 2 remaining new courses fall into this tier.

6. The sixth tier requires completion of 4 credits geared toward the undergraduate student’s Personal and Professional Development (PPD). These courses are intended to prepare students to recognize and use their unique strengths and skills while allowing them to reflect and prepare for a meaningful life and career. The PPD program provides an environment where students can link academic content in their curriculum with career planning, extracurricular activities, and leadership development. Each student has the opportunity to
build a strong professional network, face social and business challenges, and practice meaningful leadership. Throughout the PPD program students undertake on-going self-assessment, build their emotional intelligence, strengthen team-building competencies, engage in field work/career-preparation experiences, learn to take advantage of coaching/mentoring activities, and formulate developmental action plans and a leadership portfolio. In the process, they discover their strengths and areas for improvement, nurture their passions, and facilitate their own authentic leadership journey. These courses are currently offered by Sidhu School.

Requirements for the Hospitality Leadership Major.
Each student with a major in Hospitality Leadership must complete 24 of the following credits:

HL 201 Introduction to Hospitality (New)
LDR 201 Introduction to Leadership (An existing course)
HL 381 Hotel Operations Management (New)
HL 356 Hospitality Law & Leadership Ethics (New)
HL 382 Food and Beverage Management (New)
HL 341 Hospitality Finance (New)
HL 353 Human Resource Management in the Service Industry (New)
HL 325 Advanced Hospitality Marketing (New)

Each student with a major in Hospitality Leadership may also complete up to 6 of the following credits:

HL 355 Event Management (New)
HL 386 Gaming and Casino Management (New)
HL 198/298/398 Topics (New)
SM 355 Facility Management
SM 201 Introduction to Sports Mgmt.
SM 325 Sports Marketing
MKT 328 Customer Behavior
ENT 252 The Entrepreneurial Leader
BA 419 Quantitative Decision Making
The following course sequence is recommended for students pursuing the **Bachelor of Science degree in Hospitality Leadership**.

<table>
<thead>
<tr>
<th>1st Semester</th>
<th>2nd Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 151 Integrated Mgmt. Experience I</td>
<td>BA 152 Integrated Mgmt. Experience II</td>
</tr>
<tr>
<td>CS 115 Survey of Computers</td>
<td>COM 101 Public Speaking</td>
</tr>
<tr>
<td>HST 101 Intro. Of the Modern World</td>
<td>Arts Distribution Requirement</td>
</tr>
<tr>
<td>ENG 101 Composition (4)</td>
<td>Social Science Distribution Requirement</td>
</tr>
<tr>
<td>FYE 101 First-Year Foundations</td>
<td>ENG 120 Reading Classical Traditions</td>
</tr>
<tr>
<td><em>PPD 101 Personal and Professional Dev. I</em></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3rd Semester</th>
<th>4th Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>MTH 101 Problem Solving Using Math</td>
<td>LDR 201 Introduction to Leadership</td>
</tr>
<tr>
<td>MGT 251 Mgmt of Organizations and People</td>
<td>BA 335. Law &amp; Business</td>
</tr>
<tr>
<td>FIN 240 Introduction to Finance</td>
<td>BA 319 Business Statistics</td>
</tr>
<tr>
<td><strong>HL 201 Introduction to Hospitality</strong></td>
<td><strong>HL 462 Hospitality Internship</strong></td>
</tr>
<tr>
<td><em>PPD 201 Personal and Professional Dev. II</em></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5th Semester</th>
<th>6th Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>EC 101 Economics I</td>
<td>EC 102 Economics II</td>
</tr>
<tr>
<td>MKT 221 Marketing</td>
<td><strong>HL 382 Food and Beverage Management</strong></td>
</tr>
<tr>
<td><strong>HL 381 Hotel Operations Management</strong></td>
<td><strong>HL 341 Hospitality Finance</strong></td>
</tr>
<tr>
<td><strong>HL 356 Hospitality Law &amp; Leadership Ethics</strong></td>
<td></td>
</tr>
<tr>
<td>Free Elective</td>
<td>Science Distribution Requirement</td>
</tr>
<tr>
<td><em>PPD 301 Personal and Professional Dev. III</em></td>
<td>Humanities Distribution Requirement</td>
</tr>
<tr>
<td></td>
<td>Free Elective</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>7th Semester</th>
<th>8th Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT 358 International Business</td>
<td><strong>HL 461 Capstone in Hospitality</strong></td>
</tr>
<tr>
<td>Science Distribution Requirement</td>
<td><strong>HL 466 Advanced Hospitality Internship</strong></td>
</tr>
<tr>
<td><strong>HL 353 Human Resources Management in the Service Industry</strong></td>
<td></td>
</tr>
<tr>
<td><strong>HL 325 Advanced Hospitality Marketing</strong></td>
<td>Major Elective</td>
</tr>
<tr>
<td>Major Elective</td>
<td>Free Elective</td>
</tr>
<tr>
<td><em>PPD 401 Personal and Professional Dev. IV</em></td>
<td></td>
</tr>
</tbody>
</table>
Hospitality Leadership Minor

The following courses are recommended for majors in other disciplines, The Jay S. Sidhu School of Business and Leadership offers an 18 credits minor in Hospitality Leadership. Students considering careers in or involving aspects of the hospitality profession will find this minor to be an excellent complement to their primary academic and career interests. All students seeking the minor will be required to complete the following list of courses:

HL 201 Introduction to Hospitality
LDR 201 Introduction to Leadership
HL 381 Hotel Operations Management or HL 382 Food and Beverage Management
HL 466 Advanced Hospitality Internship

And two of the following courses:

HL 355 Event Management
HL 386 Gaming and Casino Management
HL 198/298/398 Topics
HL 341 Hospitality Finance
SM 355 Facility Management
SM 201 Introduction to Sports Mgmt.
SM 325 Sports Marketing
MKT 328 Customer Behavior
ENT 252 The Entrepreneurial Leader
BA 419 Quantitative Decision Making
8. Signatures and Recommendations. (please date)

- Signatures of involved Department chair(s) and Dean(s) indicate agreement with the proposal and that adequate resources (library, faculty, technology) are available to support proposal.
- If a potential signatory disagrees with a proposal he/she should write “I disagree with this proposal” and a signed statement should be attached to this submission.

Dr. Anthony L. Liuzzo   BOA Dept. Chair   Signature   Date
Department chair(s) of all potentially affected programs

Dr. Ge Xiao   ELM Dpt. Chair   Signature   Date
Department chair(s) of all potentially affected programs

Dr. Dean F. Frear   FAM Dpt. Chair   Signature   Date
Department chair(s) of all potentially affected programs

Dr. Kyle L. Kreider   Political Science Dept. Chair   Signature   Date
Department chair(s) of all potentially affected programs

Dr. Abel Adekola   SIDHU Dean   Signature   Date
Dean (s) of any potentially affected College/School.

Dr. Paul T. Riggs   CAHSS Dean   Signature   Date
Dean (s) of any potentially affected College/School.

Susan Hritzak   Signature   Date
Registrar
Reviewed by APC in Spring 2015

**Dr. Anne Skleder**

Signature
Date

Provost (For new programs, significant revisions and revisions to the General Education Program revisions only).

Provost should check here ____ if this proposal is a program revision AND the significance of the revision requires review and approval by APC prior to Curriculum Committee.

---

**Dr. Anthony Kapolka or Dr. Linda Winkler**

Signature
Date

Chair, Academic Planning Committee. For new programs, program revisions sent via the provost. Signature indicates that the proposal has been reviewed and approved by APC.

---

Not applicable

Print Name
Signature
Date

Chair, General Education Committee. For revisions to General Education program only. (Signature indicates that the proposal has been approved by GEC).
1. Course Title: Introduction to Hospitality

2. Course Number: HL201

   Coordinate with Registrar to insure course number is available

3. Course Credit Hours:
   Classroom Hours___3___   Lab Hours_____   Other_____

4. Course Prerequisites:

5. Course Description (as proposed for the Bulletin):

   Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.

   The course is designed to introduce students to an overview of the hospitality industry with various managerial aspects and numerous career opportunities in lodging, food and beverage, gaming, tourism, cruises, airlines, managed services for clubs and institutions, and the convention and meeting industry. The course supports the Hospitality Leadership program by developing individuals who have chosen the hospitality industry as their career path.

6. Required Documentation:

   Proposed Syllabus  Attach proposed syllabus immediately after this document. In some situations the official syllabus may contain information which is beyond the review needs of the Curriculum Committee (such as extensive rubrics, etc). It is permissible to attach an abbreviated syllabus. In general, syllabi (whether full or abbreviated) should contain the following information: Course Title, Course Number, Credit hours, Faculty Information (name contact information, office hours), Course Description, Course Outcomes or Objectives, Assessment (grading) informations, required texts (or other things such as tools, software, etc), pertinent policies and a proposed schedule of topics.
Introduction to Hospitality Management  
HL 201

Instructor Contact Information  
Instructor Name: Dr. HyeRyeon Lee  
Office: 222A  
Office Hours: XXX  
Phone: 570-408-4739  
Email: hyeryeon.lee@wilkes.edu

CLASS MEETING TIME/LOCATION

COURSE DESCRIPTION
The course is designed to introduce students to an overview of the hospitality industry with various managerial aspects and numerous career opportunities in lodging, food and beverage, gaming, tourism, cruises, airlines, managed services for clubs and institutions, and the convention and meeting industry. The course supports the Hospitality Leadership program by developing individuals who have chosen the hospitality industry as their career path.

EXPECTED COURSE LEARNING OUTCOMES & ASSESSMENT
At the conclusion of this course, students will be able to:
1. Become acquainted with the social, economic, and environmental context within which the hospitality industry operates.
2. Understand the structure, nature, and operating characteristics of the different sectors of the hospitality industry: food service, lodging, and tourism.
3. Identify the role of managers in the hospitality industry and to highlight their principal responsibilities.
4. Judge whether the hospitality profession suits your abilities, tastes, and career interests.
REQUIRED TEXTBOOK

CLASSROOM PROCEDURES
The course will follow a lecture/discussion format with the emphasis on discussion. Our discussions will form the basis for in-class exercises and quizzes, so regular attendance is essential. Turn off all cell phones and DO NOT take them out during class. Most quizzes will be distributed at the beginning of class, if you are late and I have already distributed the quiz you will not be allowed to take the quiz and you will lose the points for that day.

ATTENDANCE POLICY
You are allowed two absences during the course of the semester with no penalty. After that, each absence will result in a 5-point deduction on the final examination. After five consecutive instructional hours of unexcused absences from a class, students may be readmitted to the class only by action of the Office of Student Affairs and the department chairperson concerned. There are NO excused absences except for the following:

Absences due to illness, religious holidays, or participation in athletic or university-sponsored activities are considered acceptable reasons for absences, but notification of such absences and arrangements to make up missed work should be made with the instructor by the student.

In the unfortunate event of a death in the family, students are asked to contact the Office of Student Affairs so that notification can be sent to faculty members and arrangements can be made with them to assist students with make-up work. If students are ill and will miss a test, examination, or presentation, it is their responsibility to contact the instructor within 24 hours.

ASSIGNMENTS
In-Class Quizzes
During the course of the semester we will take 10 in-class quizzes. Many of the quizzes are exercises designed to help you understand more about the concepts of the hospitality industry. No adjustments will be made to quiz grades at the end of the semester.

Presentation
There will be two presentations. 1) Students will select a topic they like from the textbook. 2) Students will present their observation experience. Details about the format and criteria will be provided during class.

Observation Paper & Presentation
This is an overview observation of a hotel, lodging operation, restaurant, or customer service in any hospitality setting of your choice. You should watch and take notes about what you see as an unobtrusive observer. The paper must be turned in ON or BEFORE the due date. Late submissions will not be accepted. Details about the outline and criteria will be provided during class. You will also make a 15 minute PowerPoint presentation in class about your observation experience. Further details will be discussed in class.
Examinations
There will be two examinations in this course. The exam will cover the concepts discussed during the semester in class. Details about the format for each will be discussed in class. If you miss an exam, you must personally speak with me within 24 hours or you will receive a zero.

EVALUATION
Grades for this course will be proportioned as follows and final grades will be allocated according to the following scale:

<table>
<thead>
<tr>
<th></th>
<th>Grading Ranges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes &amp; Participation</td>
<td>A = 90.0 – 100%</td>
</tr>
<tr>
<td></td>
<td>10%</td>
</tr>
<tr>
<td>Topic Presentation</td>
<td>B+ = 85.0 – 89.9%</td>
</tr>
<tr>
<td></td>
<td>20%</td>
</tr>
<tr>
<td>Exams (20% each)</td>
<td>B = 80.0 – 84.9%</td>
</tr>
<tr>
<td></td>
<td>40%</td>
</tr>
<tr>
<td>Observation Presentation</td>
<td>C+ = 75.0 – 79.9%</td>
</tr>
<tr>
<td></td>
<td>15%</td>
</tr>
<tr>
<td>Observation Paper</td>
<td>C = 70.0 – 74.9%</td>
</tr>
<tr>
<td></td>
<td>15%</td>
</tr>
<tr>
<td>Total</td>
<td>D+ = 65.0 – 69.9%</td>
</tr>
<tr>
<td></td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td>D = 60.0 – 64.9%</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>F = Below 60%</td>
</tr>
</tbody>
</table>

STUDENTS WITH DISABILITIES
Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Disability Support Services (DSS) has been provided. For additional information, please contact Disability Support Services (DSS) in Conyngham Hall or call 570-408-4150.

ACADEMIC DISHONESTY
It is the aim of the faculty of Wilkes University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offenders liable for serious consequences, possibly suspension. “Scholastic dishonesty” includes, but is not limited to, cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, and any act designed to give the student an unfair academic advantage (such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor) or the attempt to commit such an act. The Wilkes University policies on academic integrity, including cheating and plagiarism, will be strictly upheld in this class.
# HL 201

## Introduction to Hospitality

*Class Schedule*

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Description &amp; Reading</th>
<th>Comments</th>
</tr>
</thead>
</table>
| 1    |       | Syllabus & Introduction to Course  
Introducing Hospitality (Chapter 1) |          |
| 2    |       | The Hotel Business (Chapter 2) |          |
| 3    |       | Rooms Division (Chapter 3) |          |
| 4    |       | Food and Beverage (Chapter 4) |          |
| 5    |       | Beverages (Chapter 5)  
The Restaurant Business (Chapter 6) |          |
| 6    |       | Restaurant Management (Chapter 7) |          |
| 7    |       | Midterm Review  
Midterm |          |
| 8    |       | Managed Services (Chapter 8)  
Tourism (Chapter 9) |          |
| 9    |       | Tourism (Chapter 9)  
Recreation, Attractions, and Clubs (Chapter 10) |          |
<table>
<thead>
<tr>
<th>10</th>
<th>Gaming Entertainment (Chapter 11)</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Meetings, Conventions, and Expositions (Chapter 12)</td>
</tr>
<tr>
<td>12</td>
<td>Special Events (Chapter 13)</td>
</tr>
<tr>
<td>13</td>
<td>Leadership and Management (Chapter 14)</td>
</tr>
<tr>
<td>14</td>
<td>Presentation: Observation Experience</td>
</tr>
<tr>
<td>15</td>
<td>Final Exam Review</td>
</tr>
<tr>
<td></td>
<td>Q&amp;A</td>
</tr>
</tbody>
</table>

**FINAL EXAM**  
Time as determined by Registrar's Schedule

*This schedule is subject to change*
1. Course Title: Hotel Operations Management

2. Course Number: HL 381
   Coordinate with Registrar to insure course number is available

3. Course Credit Hours:
   Classroom Hours __2___  Lab Hours __1___  Other _____

4. Course Prerequisites: HL 201

5. Course Description (as proposed for the Bulletin):
   Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.

   This course is designed to introduce students to the principals and practices of managerial functions relating to the operation of hotel facilities. Students will gain an understanding of how work is performed with each major departments in a hotel property. Students will also be exposed to each role of the department operations in completing a practicum at the local hotels.

6. Required Documentation:
   Proposed Syllabus
   Attach proposed syllabus immediately after this document. In some situations the official syllabus may contain information which is beyond the review needs of the Curriculum Committee (such as extensive rubrics, etc). It is permissible to attach an abbreviated syllabus. In general, syllabi (whether full or abbreviated) should contain the following information: Course Title, Course Number, Credit hours, Faculty Information (name contact information, office hours), Course Description, Course Outcomes or Objectives, Assessment (grading) informations, required texts (or other things such as tools, software, etc), pertinent policies and a proposed schedule of topics.
Hotel Operations Management
HL 381

Dr. HyeRyeon Lee
Office: UCOM 222A
Office Hours:
Phone: 570-408-4739
Email: hyeryeon.lee@wilkes.edu

CLASS MEETING TIME

COURSE DESCRIPTION
This course is designed to introduce students to the principals and practices of managerial functions relating to the operation of hotel facilities. Students will gain an understanding of how work is performed with each major departments in a hotel property. Students will also be exposed to each role of the department operations in completing a practicum at the local hotels.

At the end of the course, students will take the Certification in Hospitality Industry Analytics (CHIA) exam which is based upon content areas, including the hotel industry analytical foundations, hotel math fundamentals, property level benchmarking (STAR Reports), and industry performance reports.

PREREQUISITES: HL 201

EXPECTED COURSE LEARNING OUTCOMES & ASSESSMENT
At the conclusion of this course, students will be able to:

- Outline major events that have taken place throughout the history of the hospitality industry.
- Classify hotel brands by their market segments.
- Discuss some of the recent trends impacting the US hotel industry.
- Calculate hotel operational statistics.
- Describe the variety of tasks performed in the following hotel departments: front desk, sales, maintenance, and housekeeping.
REQUIRED TEXTBOOK

** You MUST have the textbook for this class because it is used as the manual for the hotel laboratory. Make sure that you purchase the book before the first day of class; you will need it the first week. You will receive a zero for the entire lab if you do not have your own book, if you make copies of the lab manual, and/or if you purchase a used book.

ATTENDANCE POLICY
You are allowed two absences during the course of the semester with no penalty. After that, each absence will result in a 5-point deduction on the second examination. After five consecutive instructional hours of unexcused absences from a class, students may be readmitted to the class only by action of the Office of Student Affairs and the department chairperson concerned. There are NO excused absences except for the following:

Absences due to illness, religious holidays, or participation in athletic or university-sponsored activities are considered acceptable reasons for absences, but notification of such absences and arrangements to make up missed work should be made with the instructor by the student.

In the unfortunate event of a death in the family, students are asked to contact the Office of Student Affairs so that notification can be sent to faculty members and arrangements can be made with them to assist students with make-up work. If students are ill and will miss a test, examination, or presentation, it is their responsibility to contact the instructor within 24 hours.

HOTEL LAB
Twenty five percent of the grade will be based upon lab attendance and completion of the hotel laboratory sections in the textbook. Students will observe and work in functional areas of the local hotels during their assigned weekly lab period and report the experience in the textbook. Students MUST bring their own manual to each lab; if not, students will lose 5 points off their final lab grade for each lab without their lab manual.

If students are late for the lab, one point will be deducted from the final lab grade for every minute that students are late. The lab instructor will call students’ name and students will be considered late if students are not in their seats when their names are called. If students miss a lab for any reason, 20 points will be deducted from their final hotel lab grade for each absence. If students turn in their lab manual late, 10 points per day will be deducted from the final lab grade.

EXAMINATIONS
There will be two examinations in this course. Examinations will consist mostly of objective (multiple choices, true-false) questions. If, for any reason, students are late for an exam, 5 points will be deducted from the exam grade for every minute that students are late. If you miss an exam, you must personally speak with me within 24 hours or you will receive a zero.
Certification in Hospitality Industry Analytics (CHIA) exam
Taking the exam for CHIA certification is required to complete this course. The cost for certification is $70. Students will participate in the workshop to be qualified to take the CHIA exam with an instructor’s guidance.

EVALUATION
Grades for this course will be proportioned as follows and final grades will be allocated according to the following scale:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
<th>Grading Ranges</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Exam</td>
<td>25 %</td>
<td>A = 90.0 – 100%</td>
</tr>
<tr>
<td>Second Exam</td>
<td>25 %</td>
<td>B+ = 85.0 – 89.9%</td>
</tr>
<tr>
<td>CHIA certification</td>
<td>25 %</td>
<td>B = 80.0 – 84.9%</td>
</tr>
<tr>
<td>Hotel Lab</td>
<td>10 %</td>
<td>C+ = 75.0 – 79.9%</td>
</tr>
<tr>
<td>Lab Attendance</td>
<td>15 %</td>
<td>C = 70.0 – 74.9%</td>
</tr>
<tr>
<td>Lab Manuals</td>
<td></td>
<td>D+ = 65.0 – 69.9%</td>
</tr>
<tr>
<td>Total</td>
<td>100 %</td>
<td>D = 60.0 – 64.9%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>F = Below 60%</td>
</tr>
</tbody>
</table>

CLASSROOM PROCEDURES
The course will follow a lecture/discussion format with the emphasis on discussion. Our discussions will form the basis for in-class exercises and quizzes, so regular attendance is essential. Turn off all cell phones and DO NOT take them out during class. Most quizzes will be distributed at the beginning of class, if you are late and I have already distributed the quiz you will not be allowed to take the quiz and you will lose the points for that day.

STUDENTS WITH DISABILITIES
Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Disability Support Services (DSS) has been provided. For additional information, please contact Disability Support Services (DSS) in Conyngham Hall or call 570-408-4150.
### HL 381
#### Hotel Operations Management
*Class Schedule*

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Description &amp; Reading</th>
<th>Lab Schedule</th>
</tr>
</thead>
</table>
| 1    |       | Syllabus & Introduction to Course  
       |               | Chapter 1. History |             |
| 2    |       | Chapter 1. History  
       |               | Chapter 1. Hotel Industry |             |
| 3    |       | Chapter 1. Hotel Industry |                   |             |
| 4    |       | Chapter 2. Front Office Operations | Lab Orientations |             |
| 5    |       | Chapter 3. Reservations | Section 1: Lab Department 1 |             |
| 6    |       | Chapter 1-3: Review for Exam 1  
       |               | Exam 1 | Section 1: Lab Department 2 |
| 7    |       | Review Exam 1  
       |               | Chapter 4. Hotel Registration | Section 1: Lab Department 3 |
| 8    |       | Chapter 5. The Night Audit | Section 1: Lab Department 4 |             |
| 9    |       | Chapter 6-1. Housekeeping  
       |               | Chapter 6-2. Diversity | Lab Manuals are due for  
       |               | Section 1 |             |
| 10   |       | Chapter 4-6: Review for Exam 2  
       |               | Exam 2 | Section 2: Lab Department 1 |
|   | Review Exam 2  
Chapter 7. Hotel Sales | Section 2: Lab Department 2 |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>Chapter 8-1. Hotel Management</td>
<td>Section 2: Lab Department 3</td>
</tr>
<tr>
<td>13</td>
<td>Chapter 8-2. Revenue Management</td>
<td>Section 2: Lab Department 4</td>
</tr>
<tr>
<td>14</td>
<td>Chapter 8-2. Revenue Management</td>
<td>Lab Manuals are due for Section 2</td>
</tr>
</tbody>
</table>
| 15 | Chapter 9. Employee Relations 
CHIA Exam Review/Q&A |   |

**FINAL EXAM**  
Time as determined by Registrar's Schedule

*This schedule is subject to change*
1. Course Title: **Hospitality Finance**

2. Course Number: _____ HL 341 ____________
   Coordinate with Registrar to insure course number is available

3. Course Credit Hours:
   Classroom Hours____3____ Lab Hours_______ Other_____

4. Course Prerequisites: HL 201, HL 356, FIN 240

5. Course Description (as proposed for the Bulletin):
   **Course descriptions provide an overview of the topics covered.** If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.

   This course is designed to overview fundamental knowledge of financial management, managerial accounting, and operational cost controls for the hospitality industry. It applies principles of finance and accounting for decision-making that can be applied to the hospitality industry.

6. Required Documentation:
   **Proposed Syllabus**
   Attach proposed syllabus immediately after this document. In some situations the official syllabus may contain information which is beyond the review needs of the Curriculum Committee (such as extensive rubrics, etc). It is permissible to attach an abbreviated syllabus. In general, syllabi (whether full or abbreviated) should contain the following information: Course Title, Course Number, Credit hours, Faculty Information (name contact information, office hours), Course Description, Course Outcomes or Objectives, Assessment (grading) informations, required texts (or other things such as tools, software, etc), pertinent policies and a proposed schedule of topics.
Hospitality Finance
HL 341

Dr. HyeRyeon Lee
Office: UCOM 222A
Office Hours:
Phone: 570-408-4739
Email: hyeryeon.lee@wilkes.edu

CLASS MEETING TIME

COURSE DESCRIPTION
This course is designed to overview fundamental knowledge of financial management, managerial accounting, and operational cost controls for the hospitality industry. It applies principles of finance and accounting for decision-making that can be applied to the hospitality industry.

Prerequisites: HL 201, HL 356, FIN 240

EXPECTED COURSE LEARNING OUTCOMES & ASSESSMENT

At the conclusion of this course, students will be able to:
• Calculate financial ratios based on information that is provided in financial reports.
• Describe a concept of value creation.
• Explain tools that hospitality businesses use when they manage working capital.
• Compare different types of securities.

RECOMMENDED TEXTBOOKS


**REQUIRED CALCULATOR**
Each student is required to bring a financial calculator (recommending Texas Instrument BAII Plus) for every class.

**ATTENDANCE POLICY**
You are allowed two absences during the course of the semester with no penalty. After that, each absence will result in a 5-point deduction on the final examination. After five consecutive instructional hours of unexcused absences from a class, students may be readmitted to the class only by action of the Office of Student Affairs and the department chairperson concerned. There are NO excused absences except for the following:

Absences due to illness, religious holidays, or participation in athletic or university-sponsored activities are considered acceptable reasons for absences, but notification of such absences and arrangements to make up missed work should be made with the instructor by the student.

In the unfortunate event of a death in the family, students are asked to contact the Office of Student Affairs so that notification can be sent to faculty members and arrangements can be made with them to assist students with make-up work. If students are ill and will miss a test, examination, or presentation, it is their responsibility to contact the instructor within 24 hours.

**ASSIGNMENTS**

**Chapter Quizzes**
Eight (8) quizzes will be given in class after each chapter is finished. It is expected that students prepare for the quiz ahead of time since a time limit (max. 30 minutes) will be imposed for each quiz. NO makeup quizzes will be given, except in the case of a university-sponsored trip or extenuating circumstances.

**Chapter Homework**
Eight (8) homework assignments will be given in class before the quiz. These assignments are meant to provide the chance for more exercise after class. Students will understand the chapter better upon completion of the homework. NO late homework will be taken, except in the case of a university-sponsored trip or extenuating circumstances.

**In-Class Exercise**
The exercise packages (i.e., Workbook-Exercise) are posted on D2L at the beginning of the semester. Please print a copy of the Workbook-Exercise and bring it to every class session. The instructor and the students will do the exercises together in class. The exercises will allow students to understand the financial concepts/procedures and to earn credit for being in class. Each exercise is to be turned in at the end of the class.
**Attendance**
Attendance for this course is required. An attendance sheet is provided during each class session and credit will be given for each class attendance.

**Exams**
There will be three (3) exams. Reviewing quizzes, homework, exercises, and lecture materials will help prepare you for these exams. Exams must be taken at the scheduled time. Makeup exams will NOT be given. Should you miss an exam, you will receive a grade of zero. Students with extenuating circumstances or those on official university trips should discuss this with the instructor individually and be prepared to present proper documentation.

**EVALUATION**
Grades for this course will be proportioned as follows and final grades will be allocated according to the following scale:

<table>
<thead>
<tr>
<th>Grading Ranges</th>
<th>Attendance</th>
<th>Quizzes</th>
<th>Homework</th>
<th>Exercises</th>
<th>Exams (15% each)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10 %</td>
<td>20 %</td>
<td>20 %</td>
<td>20 %</td>
<td>30%</td>
<td>100 %</td>
</tr>
<tr>
<td>A = 90.0 – 100%</td>
<td>4.0</td>
<td>3.5</td>
<td>3.0</td>
<td>2.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B+ = 85.0 – 89.9%</td>
<td>3.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B = 80.0 – 84.9%</td>
<td>3.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C+ = 75.0 – 79.9%</td>
<td>2.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C = 70.0 – 74.9%</td>
<td>2.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D+ = 65.0 – 69.9%</td>
<td>1.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D = 60.0 – 64.9%</td>
<td>1.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F = Below 60%</td>
<td>0.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**CLASSROOM PROCEDURES**
Students are expected to assist in maintaining a classroom environment that is conductive to learning. In order to assure that all students have the opportunity to gain knowledge from the time spent in class, students in this class are prohibited from engaging in any form of distraction including smart phone and laptop use, excessive tardiness, leaving the lecture early, chattering, reading newspapers, sleeping, and eating. Inappropriate behavior in the classroom shall result, minimally, in a request to leave class. As a consequence, you will lose attendance and all other assignment points related to that day.

**ACADEMIC DISHONESTY**
It is the aim of the faculty of Wilkes University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offenders liable for serious consequences, possibly suspension. “Scholastic dishonesty” includes, but it not limited to, cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, and any act designed to give the student an unfair academic advantage (such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor) or the attempt to commit such an act. The Wilkes University policies on academic
integrity, including cheating and plagiarism, will be strictly upheld in this class.

STUDENTS WITH DISABILITIES
Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Disability Support Services (DSS) has been provided. For additional information, please contact Disability Support Services (DSS) in Conyngham Hall or call 570-408-4150.
# HL 341

**Hospitality Finance**

*Class Schedule*

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Reading &amp; Description</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>Syllabus &amp; Introduction to Course Keown et al: Ch 3</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>DeFranco &amp; Lattin: Ch 2 &amp; 3</td>
<td>HW1 &amp; Quiz1</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>DeFranco &amp; Lattin: Ch 3 Schmidgall: Ch 2 &amp; 3</td>
<td>HW2 &amp; Quiz2</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>DeFranco &amp; Lattin: Ch 3</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Schmidgall: Ch 5</td>
<td>HW3 &amp; Quiz3</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>Catch up &amp; Review Exam 1</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>Keown et al: Ch 5</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
<td>DeFranco &amp; Lattin: Ch 7</td>
<td>HW4 &amp; Quiz4</td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>Keown et al: Ch 7</td>
<td>HW5 &amp; Quiz5</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td>Keown et al: Ch 8</td>
<td>HW6 &amp; Quiz6</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
</tbody>
</table>
| 11 | Catch up & Review  
Exam 2 |   |
| 12 | Keown et al: Ch 9  
DeFranco & Lattin: Ch 6 | HW7 & Quiz7 |
| 13 | Keown et al: Ch 10 |   |
| 14 | DeFranco & Lattin: Ch 8 | HW8 & Quiz8 |
| 15 | Final Exam Review  
Q&A |   |

**FINAL EXAM**  
Time as determined by Registrar’s Schedule

*This schedule is subject to change*
1. Course Title: Food and Beverage Management

2. Course Number: HL 382
   Coordinate with Registrar to insure course number is available

3. Course Credit Hours:
   Classroom Hours___3___   Lab Hours_____   Other_____

4. Course Prerequisites: HL 201

5. Course Description (as proposed for the Bulletin): Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.

   This course is designed to introduce the basics of the roles and responsibilities of management in food and beverage operations. Students will discuss topics that include: organization of the food and beverage operation, food and beverage marketing, menu planning, cost controls, proper inventory procedures, purchasing, storage, front of house management, maintaining profitable operations, and liquor handling and training.

6. Required Documentation:
   Proposed Syllabus Attach proposed syllabus immediately after this document. In some situations the official syllabus may contain information which is beyond the review needs of the Curriculum Committee (such as extensive rubrics, etc). It is permissible to attach an abbreviated syllabus. In general, syllabi (whether full or abbreviated) should contain the following information: Course Title, Course Number, Credit hours, Faculty Information (name contact information, office hours), Course Description, Course Outcomes or Objectives, Assessment (grading) informations, required texts (or other things such as tools, software, etc), pertinent policies and a proposed schedule of topics.
Food and Beverage Management
HL 382

Dr. HyeRyeon Lee
Office: UCOM 222A
Office Hours:
Phone: 570-408-4739
Email: hyeryeon.lee@wilkes.edu

CLASS MEETING TIME

COURSE DESCRIPTION
This course is designed to introduce the basics of the roles and responsibilities of management in food and beverage operations. Students will discuss topics that include: organization of the food and beverage operation, food and beverage marketing, menu planning, cost controls, proper inventory procedures, purchasing, storage, front of house management, maintaining profitable operations, and liquor handling and training.

At the end of the course, students will take the Tips (Training for Intervention Procedures) Certification, which is designed to deliver establishment specific responsible alcohol service training and certification for managers, bartenders, servers, hosts, casino workers, and concessionaires.

PREREQUISITES: HL 201

EXPECTED COURSE LEARNING OUTCOMES & ASSESSMENT
At the conclusion of this course, students will be able to:

- Describe the roles and responsibilities of management in food and beverage operations.
- Calculate common ratios that are used in a food and beverage cost control.
- Examine the different types of menus.
- Describe proper inventories, procedures, purchasing, and storage.
- Examine issues affecting the establishment of a food and beverage operation.
REQUIRED TEXTBOOK

ATTENDANCE POLICY
You are allowed two absences during the course of the semester with no penalty. After that, each absence will result in a 5-point deduction from the participation points. After five consecutive instructional hours of unexcused absences from a class, students may be readmitted to the class only by action of the Office of Student Affairs and the department chairperson concerned. There are NO excused absences except for the following:

Absences due to illness, religious holidays, or participation in athletic or university-sponsored activities are considered acceptable reasons for absences, but notification of such absences and arrangements to make up missed work should be made with the instructor by the student.

In the unfortunate event of a death in the family, students are asked to contact the Office of Student Affairs so that notification can be sent to faculty members and arrangements can be made with them to assist students with make-up work. If students are ill and will miss a test, examination, or presentation, it is their responsibility to contact the instructor within 24 hours.

ASSIGNMENTS
Examinations
There will be a mid-term and final exam in this course. Details about the format for each will be discussed in class. If you miss an exam, you must personally speak with me within 24 hours or you will receive a zero.

Case Study
You will analyze a case and prepare a written action plan. The case study will incorporate a number of the concepts we discussed in class into a real-world food and beverage operations setting. More details will be given when the case study is distributed in class.

Group Menu Planning & Presentation
This assignment is designed to familiarize students with menu research. Student groups will plan menus for the assigned situations. Then, the groups will make presentations in class. Details about the outline and criteria will be provided during class.

Tips (Training for Intervention Procedures) Certification
Taking the exam for Tips certification is required to complete this course. The cost for the certification is $40.
EVALUATION
Grades for this course will be proportioned as follows and final grades will be allocated according to the following scale:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
<th>Grading Ranges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>10 %</td>
<td>A = 90.0 – 100%</td>
</tr>
<tr>
<td>Case Study</td>
<td>10 %</td>
<td>B+ = 85.0 – 89.9%</td>
</tr>
<tr>
<td>Group Menu Planning</td>
<td></td>
<td>B = 80.0 – 84.9%</td>
</tr>
<tr>
<td>Menu paper</td>
<td>20 %</td>
<td>C+ = 75.0 – 79.9%</td>
</tr>
<tr>
<td>Presentation</td>
<td>20%</td>
<td>C = 70.0 – 74.9%</td>
</tr>
<tr>
<td>Exam</td>
<td>20%</td>
<td>D+ = 65.0 – 69.9%</td>
</tr>
<tr>
<td>Certification Exam</td>
<td>20%</td>
<td>D = 60.0 – 64.9%</td>
</tr>
<tr>
<td>Total</td>
<td>100 %</td>
<td>F = Below 60%</td>
</tr>
</tbody>
</table>

CLASSROOM PROCEDURES
The course will follow a lecture/discussion format with the emphasis on discussion. Our discussions will form the basis for in-class exercises and quizzes, so regular attendance is essential. Turn off all cell phones and DO NOT take them out during class. Most quizzes will be distributed at the beginning of class, if you are late and I have already distributed the quiz you will not be allowed to take the quiz and you will lose the points for that day.

STUDENTS WITH DISABILITIES
Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Disability Support Services (DSS) has been provided. For additional information, please contact Disability Support Services (DSS) in Conyngham Hall or call 570-408-4150.
# HL 382

## Food and Beverage Management

*Class Schedule*

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Description &amp; Reading</th>
<th>Comments</th>
</tr>
</thead>
</table>
| 1    |       | Syllabus & Introduction to Course  
Chapter 1. The Food Service Industry |          |
| 2    |       | Chapter 2. Organization of Food and Beverage Operations |          |
| 3    |       | Chapter 3. Fundamentals of Management |          |
| 4    |       | Chapter 4. Food and Beverage Marketing |          |
| 5    |       | Chapter 5. Nutrition for Food Service Operations |          |
| 6    |       | Midterm Review  
Midterm |          |
<p>| 7    |       | Chapter 6. The Menu |          |
| 8    |       | Chapter 7. Managing Food Costs and Menu Pricing Strategies |          |
| 9    |       | Chapter 8. Preparing for Production |          |
| 10   |       | Chapter 9. Production |          |</p>
<table>
<thead>
<tr>
<th>11</th>
<th>Chapter 10. Food and Beverage Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>Chapter 11. Sanitation and Safety</td>
</tr>
<tr>
<td>13</td>
<td>Chapter 12. Facility Design, Layout, and Equipment</td>
</tr>
<tr>
<td>14</td>
<td>Chapter 13. Financial Management</td>
</tr>
<tr>
<td>15</td>
<td>Final Exam Review/ Tips Certification exam Review/Q&amp;A</td>
</tr>
</tbody>
</table>

**FINAL EXAM**  
Time as determined by Registrar's Schedule

*This schedule is subject to change*
1. Course Title: *Hospitality Law & Leadership Ethics*

2. Course Number: 
   
   Coordinate with Registrar to insure course number is available

3. Course Credit Hours:
   
   Classroom Hours___3___ Lab Hours_____ Other_____ 

4. Course Prerequisites: HL 201, BA 335, LDR 201

5. Course Description (as proposed for the Bulletin):
   
   Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.

   This course is designed to cover the functions of the law, legal environment, and ethical leadership analysis within the hospitality industry. Students will examine ethical issues in the hospitality industry as they relate to legal reasoning regarding contracts, torts, property, and the impact of law on economic enterprises in the hospitality industry.

6. Required Documentation:
   
   Proposed Syllabus  **Attach proposed syllabus immediately after this document. In some situations the official syllabus may contain information which is beyond the review needs of the Curriculum Committee (such as extensive rubrics, etc). It is permissible to attach an abbreviated syllabus. In general, syllabi (whether full or abbreviated) should contain the following information: Course Title, Course Number, Credit hours, Faculty Information (name contact information, office hours), Course Description, Course Outcomes or Objectives, Assessment (grading) informations, required texts (or other things such as tools, software, etc), pertinent policies and a proposed schedule of topics.**
Hospitality Industry Law & Leadership Ethics
HL 356

Dr. HyeRyeon Lee
Office: UCOM 222A
Office Hours:
Phone: 570-408-4739
Email: hyeryeon.lee@wilkes.edu

CLASS MEETING TIME

COURSE DESCRIPTION
This course is designed to cover the functions of the law, legal environment, and ethical leadership analysis within the hospitality industry. Students will examine ethical issues in the hospitality industry as they relate to legal reasoning regarding contracts, torts, property, and the impact of law on economic enterprises in the hospitality industry.
PREREQUISITES: HL 201, BA 335, LDR 201

EXPECTED COURSE LEARNING OUTCOMES & ASSESSMENT

At the conclusion of this course, students will be able to:

- Describe the practical working knowledge with which to recognize a hospitality industry related legal problem.
- Explain how to manage a hospitality industry facility preventatively and demonstrate a practical legal awareness in their actions.
- Justify when to consult with an experienced attorney before a legal matter escalates.
- Evaluate the legal and ethical responsibilities of leaders in the hospitality industry.
REQUIRED TEXTBOOK


ATTENDANCE POLICY
You are allowed two absences during the course of the semester with no penalty. After that, each absence will result in a 5-point deduction on the final examination. After five consecutive instructional hours of unexcused absences from a class, students may be readmitted to the class only by action of the Office of Student Affairs and the department chairperson concerned. There are NO excused absences except for the following:

Absences due to illness, religious holidays, or participation in athletic or university-sponsored activities are considered acceptable reasons for absences, but notification of such absences and arrangements to make up missed work should be made with the instructor by the student.

In the unfortunate event of a death in the family, students are asked to contact the Office of Student Affairs so that notification can be sent to faculty members and arrangements can be made with them to assist students with make-up work. If students are ill and will miss a test, examination, or presentation, it is their responsibility to contact the instructor within 24 hours.

ASSIGNMENTS
In-Class Quizzes
During the course of the semester we will take 10 in-class quizzes. If you miss class the day a quiz is assigned there will be NO makeup available. Each quiz will contain five true/false questions.

Examinations
There will be a mid-term and final exam in this course. Details about the format for each will be discussed in class. If you miss an exam, you must personally speak with me within 24 hours or you will receive a zero.

Ethical Leadership Case Studies
There are two written assignments that address questions related to ethical leadership case studies in the text. You should convey your ideas incorporating the concepts we discussed in class. More details will be given when the case study is distributed in class.

Current Legal Issues - Group Presentation:
Each student will be assigned to a group of 3 or 4 (depending on size of the class) and prepare a presentation lasting exactly 20 minutes. Students are expected to choose a topic that reflects current legal issues in tourism, hospitality, event management, or other relevant fields. There are no formal guidelines or requirements for a presentation’s content, and students are encouraged to specify the problem statement facing the proposed law/policy, explain the application, provide examples and/or relevant case laws, and suggest possible risk management recommendations.
EVALUATION
Grades for this course will be proportioned as follows and final grades will be allocated according to the following scale:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
<th>Grading Ranges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>10 %</td>
<td>A   = 90.0 – 100%</td>
</tr>
<tr>
<td>Midterm</td>
<td>20 %</td>
<td>B+  = 85.0 – 89.9%</td>
</tr>
<tr>
<td>Comprehensive Final</td>
<td>30 %</td>
<td>B   = 80.0 – 84.9%</td>
</tr>
<tr>
<td>Case Study</td>
<td>10 %</td>
<td>C+  = 75.0 – 79.9%</td>
</tr>
<tr>
<td>Group Presentation</td>
<td>30 %</td>
<td>C   = 70.0 – 74.9%</td>
</tr>
<tr>
<td></td>
<td>100 %</td>
<td>D+  = 65.0 – 69.9%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>D   = 60.0 – 64.9%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>F    = Below 60%</td>
</tr>
</tbody>
</table>

CLASSROOM PROCEDURES
The course will follow a lecture/discussion format with the emphasis on discussion. Our discussions will form the basis for in-class exercises and quizzes, so regular attendance is essential. Turn off all cell phones and DO NOT take them out during class. If you are caught with your cell phone out you will be asked to leave the class and you will lose attendance and quiz points for that day. Once the class begins I will close and lock the door and anyone who is not in class at that time will be considered absent for that day. Most quizzes will be distributed at the beginning of class, if you are late and I have already distributed the quiz you will not be allowed to take the quiz and you will lose the points for that day.

STUDENTS WITH DISABILITIES
Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Disability Support Services (DSS) has been provided. For additional information, please contact Disability Support Services (DSS) in Conyngham Hall or call 570-408-4150.

ACADEMIC DISHONESTY
It is the aim of the faculty of Wilkes University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offenders liable for serious consequences, possibly suspension. “Scholastic dishonesty” includes, but is not limited to, cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, and any act designed to give the student an unfair academic advantage (such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor) or the attempt to commit such an act. The Wilkes University policies on academic integrity, including cheating and plagiarism, will be strictly upheld in this class.
<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Description &amp; Reading</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>Syllabus &amp; Introduction to Course</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Law</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 1. Intro to Contemporary Hospitality Law</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ethic</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 1-5</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>Law</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 2. Legal Procedures</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 3. Civil Rights and Hospitality Business</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ethic</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 13. Applying Ethics to Club Management</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>Law</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 4. Contract Law and the Hospitality Industry</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ethic</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 18. Applying Ethics to Meeting Management</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Law</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 5. Principles of Negligence</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ethic</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 6. Applying Ethics to the Purchasing Function</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Law</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 6. Negligence and Hospitality Practices</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ethic</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 12. Applying Ethics to the Housekeeping Function</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Law</td>
<td>Ethic</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>-----</td>
<td>-------</td>
<td></td>
</tr>
</tbody>
</table>
| 6 | Chapter 7. Guest and Other Patrons  
Chapter 8. Protecting Patrons’ Property |       |
| 7 | Midterm Review |       |
| 8 | Law  
Chapter 9. Rights of Innkeepers  
Chapter 10. Guests’ Rights | Ethic |
| 9 | Law  
Chapter 11. Liability and the Sale of Food | Ethic  
Chapter 22. Ethics in Financial Management |
| 10 | Law  
Chapter 12. Liability and the sale of Alcohol | Ethic  
Chapter 10. Applying Ethics to the Food and Beverage Function |
| 11 | Law  
Chapter 13. Travel Agents and Airlines – Rights and Liabilities | Ethic |
| 12 | Law  
Chapter 14. Employment Law | Ethic  
Chapter 21. Ethics and the Human Resources Management Function |

41
|    | Law Chapter 15. Regulation and Licensing  
<table>
<thead>
<tr>
<th></th>
<th>Ethic Chapter 24. Ethics and Public Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>Legal/Ethics Group Presentation</td>
</tr>
<tr>
<td>15</td>
<td>Final Exam Review/Q&amp;A</td>
</tr>
</tbody>
</table>

**FINAL EXAM**

Time as determined by Registrar's Schedule

*This schedule is subject to change*
1. Course Title: **Human Resources Management in the Service Industry**

2. Course Number: ______ HL 353 ______
   Coordinate with Registrar to insure course number is available

3. Course Credit Hours:
   Classroom Hours 3  Lab Hours  ______  Other ______

4. Course Prerequisites: HL 201, HL 356

5. Course Description (as proposed for the Bulletin):
   Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.

   This course is designed to provide you with a better understanding of how you learn, communicate, lead, and deal with stress, conflict, and change. Understanding yourself better will allow you to better understand how to manage others. You will also discuss various management theories in an attempt to identify the most effective management strategy for employees.

6. Required Documentation:
   Proposed Syllabus 
   Attach proposed syllabus immediately after this document. In some situations the official syllabus may contain information which is beyond the review needs of the Curriculum Committee (such as extensive rubrics, etc). It is permissible to attach an abbreviated syllabus. In general, syllabi (whether full or abbreviated) should contain the following information: Course Title, Course Number, Credit hours, Faculty Information (name contact information, office hours), Course Description, Course Outcomes or Objectives, Assessment (grading) informations, required texts (or other things such as tools, software, etc), pertinent policies and a proposed schedule of topics.
Human Resources Management in the Service Industry
HL 353

Dr. HyeRyeon Lee
Office: UCOM 222A
Office Hours:
Phone: 570-408-4739
Email: hyeryeon.lee@wilkes.edu

CLASS MEETING TIME

COURSE DESCRIPTION
This course is designed to provide you with a better understanding of how you learn, communicate, lead, and deal with stress, conflict, and change. Understanding yourself better will allow you to better understand how to manage others. You will also discuss various management theories in an attempt to identify the most effective management strategy for employees.

Prerequisites: HL 201, HL 356

EXPECTED COURSE LEARNING OUTCOMES & ASSESSMENT

At the conclusion of this course, students will be able to:

• Outline some of the major theories which led to the evolution of management.
• Classify the four primary management styles.
• List some of the most important U.S. labor laws.
• Discuss some of the implications of motivating employees.
• Identify the key components of an effective training program.
• Evaluate a situation using the three Ethics Check questions.
• Describe why awareness of cultural diversity is imperative in today’s society.
RECOMMENDED TEXTBOOK

ATTENDANCE POLICY
You are allowed two absences during the course of the semester with no penalty. After that, each absence will result in a 5-point deduction on the final examination. After five consecutive instructional hours of unexcused absences from a class, students may be readmitted to the class only by action of the Office of Student Affairs and the department chairperson concerned. There are NO excused absences except for the following:

Absences due to illness, religious holidays, or participation in athletic or university-sponsored activities are considered acceptable reasons for absences, but notification of such absences and arrangements to make up missed work should be made with the instructor by the student.

In the unfortunate event of a death in the family, students are asked to contact the Office of Student Affairs so that notification can be sent to faculty members and arrangements can be made with them to assist students with make-up work. If students are ill and will miss a test, examination, or presentation, it is their responsibility to contact the instructor within 24 hours.

ASSIGNMENTS
In-Class Quizzes
During the course of the semester we will take 10 in-class quizzes, some of them will be announced, but most will not. If you miss class the day a quiz is assigned there will be NO makeup available. Many of the “quizzes” throughout the semester are self-evaluation exercises designed to help you understand more about your personal management style. Please keep these assignments when they are returned to you since we will use this information in future classes. You will also be responsible for knowing all of your management traits for the final examination. Therefore, even if you miss class and cannot get credit for the quiz, you should still get a copy and complete the quiz so you will have this information for future assignments and the final exam. No adjustments will be made to quiz grades at the end of the semester.

Examinations
There will be a mid-term and final exam in this course. Details about the format for each will be discussed in class. If you miss an exam, you must personally speak with me within 24 hours or you will receive a zero.

Group Case Study & Presentation
You will work in small groups to analyze a case and prepare a written action plan. The case study will incorporate a number of the concepts we discuss in class into a real-world hospitality setting. In addition, students are required to present their case study. This is a full group presentation. Everyone in the group should participate in the research as well as the presentation. Every group member is expected to contribute equally toward the group work. More details will be given when the case study is distributed in class.
EVALUATION
Grades for this course will be proportioned as follows and final grades will be allocated according to the following scale:

<table>
<thead>
<tr>
<th>Grading Ranges</th>
<th>A   = 90.0 – 100%</th>
<th>4.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>20 %</td>
<td>200%</td>
</tr>
<tr>
<td>Midterm</td>
<td>20 %</td>
<td>B+   = 85.0 – 89.9%</td>
</tr>
<tr>
<td>Comprehensive Final</td>
<td>20 %</td>
<td>B   = 80.0 – 84.9%</td>
</tr>
<tr>
<td>Group Case Study</td>
<td>20 %</td>
<td>C+  = 75.0 – 79.9%</td>
</tr>
<tr>
<td>Group Presentation</td>
<td>20%</td>
<td>C   = 70.0 – 74.9%</td>
</tr>
<tr>
<td>Total</td>
<td>100 %</td>
<td>D+  = 65.0 – 69.9%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>D   = 60.0 – 64.9%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>F   = Below 60%</td>
</tr>
</tbody>
</table>

CLASSROOM PROCEDURES
The course will follow a lecture/discussion format with the emphasis on discussion. Our discussions will form the basis for in-class exercises and quizzes, so regular attendance is essential. Turn off all cell phones and DO NOT take them out during class. If you are caught with your cell phone out you will be asked to leave the class and you will lose attendance and quiz points for that day. Once the class begins I will close and lock the door and anyone who is not in class at that time will be considered absent for that day. Most quizzes will be distributed at the beginning of class, if you are late and I have already distributed the quiz you will not be allowed to take the quiz and you will lose the points for that day.

ACADEMIC DISHONESTY
It is the aim of the faculty of Wilkes University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offenders liable for serious consequences, possibly suspension. “Scholastic dishonesty” includes, but it not limited to, cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, and any act designed to give the student an unfair academic advantage (such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor) or the attempt to commit such an act. The Wilkes University policies on academic integrity, including cheating and plagiarism, will be strictly upheld in this class.

STUDENTS WITH DISABILITIES
Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Disability Support Services (DSS) has been provided. For additional information, please contact Disability Support Services (DSS) in Conyngham Hall or call 570-408-4150.
<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Description &amp; Reading</th>
<th>Comments</th>
</tr>
</thead>
</table>
| 1    |       | Syllabus & Introduction to Course  
|      |       | True Color  
|      |       | Personal Values & Vision          |          |
| 2    |       | Evolution of Management Theory   |          |
| 3    |       | Job Analysis & Job Design 1 (Chapter 2) |          |
| 4    |       | Planning & Recruiting (Chapter 3)  
|      |       | Selection & Interviewing (Chapter 4) |          |
| 5    |       | Selection & Interviewing (Chapter 4)  
|      |       | Employment Laws and Applications (Chapter 1) |          |
| 6    |       | Employment Laws and Applications (Chapter 1)  
|      |       | Training, Development & Mentoring (Chapter 6) |          |
| 7    |       | Mid-term Exam Review  
|      |       | **Mid-term Exam**                  |          |
| 8    |       | Evaluating Employee Performance (Chapter 7) |          |
| 9    |       | Compensation & Motivation (Chapter 8) |          |
| 10   |       | Communication & Conflict  
<p>|      |       | Labor Unions (Chapter 10)          |          |</p>
<table>
<thead>
<tr>
<th>11</th>
<th>Turnover &amp; Discipline (Chapter 13)</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>Workplace Health &amp; Safety (Chapter 12)</td>
</tr>
<tr>
<td>13</td>
<td>Leadership &amp; Ethics</td>
</tr>
<tr>
<td>14</td>
<td>Diversity</td>
</tr>
</tbody>
</table>
| 15 | Final Exam Review  
Q&A |

**FINAL EXAM**  
Time as determined by Registrar's Schedule

*This schedule is subject to change*
Wilkes University Curriculum Committee
COURSE ADDITION FORM – page 7

1. Course Title: Advanced Hospitality Marketing

2. Course Number: HL 325
   Coordinate with Registrar to insure course number is available

3. Course Credit Hours:
   Classroom Hours 3
   Lab Hours
   Other

4. Course Prerequisites: HL 201, HL 356

5. Course Description (as proposed for the Bulletin): Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.

   This course is designed to provide you with a better understanding of service marketing exploring the selected issues in the hospitality and tourism industry. Marketing plays a significant role for all firms, and understanding how to best utilize marketing resources is a critical skill in real-world applications.

6. Required Documentation:
   Proposed Syllabus
   Attach proposed syllabus immediately after this document. In some situations the official syllabus may contain information which is beyond the review needs of the Curriculum Committee (such as extensive rubrics, etc). It is permissible to attach an abbreviated syllabus. In general, syllabi (whether full or abbreviated) should contain the following information: Course Title, Course Number, Credit hours, Faculty Information (name contact information, office hours), Course Description, Course Outcomes or Objectives, Assessment (grading) informations, required texts (or other things such as tools, software, etc), pertinent policies and a proposed schedule of topics.
Advanced Hospitality Marketing
HL 325

Dr. HyeRyeon Lee
Office: UCOM 222A
Office Hours:
Phone: 570-408-4739
Email: hyeryeon.lee@wilkes.edu

CLASS MEETING TIME

COURSE DESCRIPTION
This course is designed to provide you with a better understanding of service marketing exploring the selected issues in the hospitality and tourism industry. Marketing plays a significant role for all firms, and understanding how to best utilize marketing resources is a critical skill in real-world applications.
Prerequisite: HL 201, HL 356

EXPECTED COURSE LEARNING OUTCOMES & ASSESSMENT
At the conclusion of this course, students will be able to:

• Describe hospitality marketing principles and apply them to hospitality organizations.
• Analyze the marketing environment and trends.
• Explain the marketing process, with attention to the unique characteristics of service/hospitality marketing.
• Identify the necessary components of a marketing plan and develop one for a real hospitality organization.
• Interpret factors influencing the marketing environment and its impact on the hospitality industry.
REQUIRED TEXTBOOK

RECOMMENDED TEXTBOOK

Additional readings may be distributed in class when needed.

CLASSROOM PROCEDURES
This course will follow a lecture/discussion format. Students are expected to come to class fully prepared to discuss the course/reading materials. Active participation in class is encouraged and highly valued. All in-class exercises will be evaluated and considered as participation. You will complete some assignments individually but will also be a member of a group, so working well with others is vital to receiving a good grade in this course. You should always treat other class members professionally and respectfully.

ATTENDANCE POLICY
You are allowed two absences during the course of the semester with no penalty. After that, each absence will result in a 5-point deduction on the final examination. After five consecutive instructional hours of unexcused absences from a class, students may be readmitted to the class only by action of the Office of Student Affairs and the department chairperson concerned. There are NO excused absences except for the following:

Absences due to illness, religious holidays, or participation in athletic or university-sponsored activities are considered acceptable reasons for absences, but notification of such absences and arrangements to make up missed work should be made with the instructor by the student.

In the unfortunate event of a death in the family, students are asked to contact the Office of Student Affairs so that notification can be sent to faculty members and arrangements can be made with them to assist students with make-up work. If students are ill and will miss a test, examination, or presentation, it is their responsibility to contact the instructor within 24 hours.

CURRENT EVENTS
At the beginning of each class, I will ask a few students to discuss a current event in the hospitality industry. Every student must be prepared every day to discuss a current event. I will not ask everyone to participate each day, but you will lose participation points if you are not prepared when I call on you.

CASE STUDY ANALYSIS
Each student will individually analyze three case studies. It is vital that your evaluation is written in your own words. I want to know what you think and how you would deal with the situations presented in the case. Any collaboration between students on the case studies will result in a zero on
the assignment for everyone involved. Case studies responses are required to be a minimum of three pages. More details will be given when the case study is distributed in class.

EXAMINATIONS
There are two exams based on the content of textbook, lecture notes, class discussions, and any other materials utilized in class. Details about the format for each will be discussed in class. If you miss an exam, you must personally speak with me within 24 hours or you will receive a zero.

FINAL GROUP PROJECT
Students will be divided into groups as determined in class. Each group will write a marketing plan. Details about the marketing plan guideline, format, and criteria will be provided during class. In addition, students are required to present their marketing plan findings in a stand-up format utilizing visual presentation software (PowerPoint, Prezi, etc.). This is a full group presentation. Everyone in the group should participate in the research as well as the presentation. Every group member is expected to contribute equally toward the group work.

PAPER FORMAT
All papers must follow APA format for references and citations, have a cover page, and be typed, double-spaced, in 12-font Times New Roman. Page length will differ for each assignment; we will discuss these details in class.

COURSE RESOURCES
It is strongly suggested that you purchase an APA Manual (www.apastyle.org) if you do not already own one. There is no textbook for this class; however, you are expected to read hotel trade publications in order to remain informed on current industry trends.

Here is a brief list of some Internet resources you may find useful for your research:

<table>
<thead>
<tr>
<th></th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Management</td>
<td><a href="http://www.hotelmanagement.net">www.hotelmanagement.net</a></td>
</tr>
<tr>
<td>Hotel Business</td>
<td><a href="http://www.hotelbusiness.com">www.hotelbusiness.com</a></td>
</tr>
<tr>
<td>Hospitality Net</td>
<td><a href="http://www.hospitalitynet.org/news/index">www.hospitalitynet.org/news/index</a></td>
</tr>
<tr>
<td>Hotel News Now</td>
<td><a href="http://www.hotelnewsnow.com">www.hotelnewsnow.com</a></td>
</tr>
<tr>
<td>Lodging</td>
<td><a href="http://www.lodgingmagazine.com">www.lodgingmagazine.com</a></td>
</tr>
<tr>
<td>Hotels</td>
<td><a href="http://www.hotelsmag.com">www.hotelsmag.com</a></td>
</tr>
<tr>
<td>Food &amp; Beverage Magazine</td>
<td><a href="https://www.fb101.com/">https://www.fb101.com/</a></td>
</tr>
<tr>
<td>SmartBrief</td>
<td><a href="http://www.smartbrief.com/industry/travel-hospitality/travel">http://www.smartbrief.com/industry/travel-hospitality/travel</a></td>
</tr>
<tr>
<td>Casino Journal</td>
<td><a href="http://www.casinojournal.com/topics/2669-gaming-industry-news">http://www.casinojournal.com/topics/2669-gaming-industry-news</a></td>
</tr>
<tr>
<td>PriceWaterhouseCoopers</td>
<td><a href="http://www.pwc.com/gx/en/hospitality-leisure/index.jhtml">www.pwc.com/gx/en/hospitality-leisure/index.jhtml</a></td>
</tr>
<tr>
<td>Smith Travel Research:</td>
<td><a href="http://www.strglobal.com">www.strglobal.com</a></td>
</tr>
</tbody>
</table>
EVALUATION
Grades for this course will be proportioned as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
<th>Grading Ranges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance</td>
<td>5 %</td>
<td>A = 90.0 – 100% 4.0</td>
</tr>
<tr>
<td>In-Class Participation</td>
<td>5 %</td>
<td>B+ = 85.0 – 89.9% 3.5</td>
</tr>
<tr>
<td>Case Studies</td>
<td>35 %</td>
<td>B = 80.0 – 84.9% 3.0</td>
</tr>
<tr>
<td>Case Study Answers (3@10% each)</td>
<td></td>
<td>C+ = 75.0 – 79.9% 2.5</td>
</tr>
<tr>
<td>Case Leading Group Presentation (5%)</td>
<td></td>
<td>C = 70.0 – 74.9% 2.0</td>
</tr>
<tr>
<td>Exams (2@10% each)</td>
<td>20%</td>
<td>D+ = 65.0 – 69.9% 1.5</td>
</tr>
<tr>
<td>Final Group Project</td>
<td>35%</td>
<td>D = 60.0 – 64.9% 1.0</td>
</tr>
<tr>
<td>Marketing Plan Outline (5%)</td>
<td></td>
<td>F = Below 60% 0.0</td>
</tr>
<tr>
<td>Marketing Plan Final Paper (15%)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketing Plan Presentation (15%)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

STUDENTS WITH DISABILITIES
Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Disability Support Services (DSS) has been provided. For additional information, please contact Disability Support Services (DSS) in Conyngham Hall or call 570-408-4150.

ACADEMIC DISHONESTY
It is the aim of the faculty of Wilkes University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offenders liable for serious consequences, possibly suspension. “Scholastic dishonesty” includes, but is not limited to, cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, and any act designed to give the student an unfair academic advantage (such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor) or the attempt to commit such an act. The Wilkes University policies on academic integrity, including cheating and plagiarism, will be strictly upheld in this class.
<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Description &amp; Reading</th>
<th>Comments</th>
</tr>
</thead>
</table>
| 1    |       | Syllabus & Introduction to Course  
       |                     | Get to know each other  
       |                     | Introduction to Hospitality Marketing (Chapter 1) |  
| 2    |       | Introduction to Hospitality Marketing (Chapter 2 & 3) |  
| 3    |       | Introduction to Hospitality Marketing (Chapter 3 & 6)  
       |                     | Group Project Instruction | Case Study: Cafeteria  
       |                     | I.C.E. (p.586) |  
| 4    |       | Building a Competitive Advantage/Marketplace  
       |                     | (Chapter 4 & 8) |  
| 5    |       | Exam 1 Review  
       |                     | Exam 1 |  
| 6    |       | Functional Strategies (Chapter 9) | Marketing Plan  
       |                     | Outline Due |  
| 7    |       | Functional Strategies (Chapter 11 & 12) | Case Study:  
       |                     | Coconut Plantation  
       |                     | Resort (p. 618) |  
| 8    |       | Functional Strategies (Chapter 13 &14) |  
| 9    |       | Functional Strategies (Chapter 15 & 16) |  
| 10   |       | Exam 2 Review  
       |                     | Exam 2 |  
| 11   |       | Situation Analysis & Research 1 | Case Study:  
       |                     | The Bleeding Heart  
       |                     | Restaurant (p.620) |  
| 12   |       | Situation Analysis & Research 2 |  

54
<table>
<thead>
<tr>
<th></th>
<th>Situation Analysis &amp; Research 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Group Project Consultation</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Group Presentations</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Group Presentations</td>
</tr>
<tr>
<td></td>
<td>Final Review</td>
</tr>
<tr>
<td></td>
<td>Marketing Plan Paper Due.</td>
</tr>
</tbody>
</table>

**FINAL EXAM**  
Time as determined by Registrar's Schedule

*This schedule is subj*
1. Course Title: Capstone in Hospitality

2. Course Number: HL 461

   Coordinate with Registrar to insure course number is available

3. Course Credit Hours:
   Classroom Hours 3
   Lab Hours
   Other

4. Course Prerequisites: EC101, EC102, FIN 240, HL 325

5. Course Description (as proposed for the Bulletin):

   This course integrates the functional areas of business from the perspective of top management. Emphasis is on the role of management in the formation of strategic and long-range plans.

   To be cross-listed with BA 461 (An existing course)

6. Required Documentation:

   Proposed Syllabus

   Attach proposed syllabus immediately after this document. In some situations the official syllabus may contain information which is beyond the review needs of the Curriculum Committee (such as extensive rubrics, etc). It is permissible to attach an abbreviated syllabus. In general, syllabi (whether full or abbreviated) should contain the following information: Course Title, Course Number, Credit hours, Faculty Information (name contact information, office hours), Course Description, Course Outcomes or Objectives, Assessment (grading) informations, required texts (or other things such as tools, software, etc), pertinent policies and a proposed schedule of topics.
BA 461 BUSINESS STRATEGY AND DECISION-MAKING

Instructor: Justin C. Matus, Ph.D., MBA
Telephone: (O) 570 408-4714
E-Mail: justin.matus@wilkes.edu
Office Hours: Monday & Wednesday: 9 – 11 AM
MBA Weekender: By appointment
Office location: UCOMM, First Floor, room 140

COURSE DESCRIPTION

BA 461. BUSINESS STRATEGY AND DECISION-MAKING THREE CREDITS

The first of a two-semester capstone experience. This course integrates the functional areas of business from the perspective of top management. Emphasis is on the role of management in the formation of strategic and long-range plans.

Prerequisite: MGT 321, FIN 340, MGT 351, Econ 101, Econ 102.

This course is designed as an intensive applied study using case analysis of the planning and control of business enterprises. The course is designed to build students’ skills in conducting strategic analysis in a variety of industries and competitive situations. Through case studies, research, presentations, computer-based simulations and discussions, students examine industry structure, functional strategies, competitive challenges of a global marketplace, and sources of sustainable competitive advantage. This course is designed to integrate the knowledge and skills gained from previous coursework in business and related fields.

REQUIRED TEXTS AND MATERIALS

1. Custom Text available at bookstore

COURSE OUTCOMES

1. To develop your capacity to think strategically about a company, its present business position, its long-term direction, its resources and competitive capabilities, the caliber of its strategy, and its opportunities for gaining sustainable competitive advantage.

2. To build your skills in conducting strategic analysis in a variety of industries and competitive situations and, especially, to provide you with a stronger understanding of the competitive challenges of a global market environment.

3. To give you hands-on experience in crafting business strategy, reasoning carefully about strategic options, using what-if analysis to evaluate action alternatives, and making sound strategic decisions.

4. To acquaint you with the managerial tasks associated with implementing and executing company strategies, drill you in the range of actions managers can take to promote competent strategy execution, and give you some confidence in being able to function effectively as part of a company’s strategy-implementing team.
5. To integrate the knowledge gained in earlier core courses in the business school curriculum, show you how the various pieces of the business puzzle fit together, and demonstrate why the different parts of a business need to be managed in strategic harmony for the organization to operate in winning fashion.

6. To develop your powers of managerial judgment, help you learn how to assess business risk, and improve your ability to make sound decisions and achieve effective outcomes.

7. To make you more conscious about the importance of exemplary ethical principles, sound personal and company values, and socially responsible management practices.

POLICIES REGARDING CLASS ATTENDANCE, PARTICIPATION IN CLASS DISCUSSIONS OF ASSIGNED CASES AND COMPLETION OF ASSIGNED CASES AND HOMEWORK.

Attendance at all class sessions is expected. Punctuality is a course requirement. Absence from class is a serious matter. Absences will result in the following point reductions from your final grade (based on a 100 point scale):

First absence = 0  Second absence = 1  Third absence = 2
Fourth absence = 3  Fifth absence = 4

**Students with six or more absences for any reason will automatically fail.** There is no distinction made between excused or unexcused absences. Use your absences wisely. Informing the instructor that you will be absent from a class does not excuse the absence.

**Homework/In class activities/participation.** Each student MUST contribute significantly to in-class analysis and discussion of the cases. Each student is expected to be an active participant in case discussions and to offer meaningful analysis and convincing arguments for the position you stake out. Students who fail to complete assigned learning activities to include class participation will have their final grades reduced by a minimum of one or more grade, for example, a 4.0 may be reduced to a 3.5 or 3.0, depending upon the level of effort or lack thereof by the student.

**Case Summaries**

The written case summary is to be prepared on an individual basis. It is expected that the content of your written case summary will reflect your thoughts and analysis rather than the work of others. You are expected to demonstrate that you can use the tools and techniques of strategic analysis presented in the chapters. Both breadth and depth of analysis will be evaluated. You should present realistic, workable, well-supported recommendations for action. Failure to use good grammar, spelling, and other written communication skills will result in a full one-letter grade reduction. Adequate preparation, pride of workmanship, and display of professional attitude and approach are expected. **The written case summary is due at the beginning of class on the day a case is being presented.** LATE PAPERS WILL NOT BE ACCEPTED. All written case summaries are to be prepared individually; group work is “out of bounds”. All written case summaries are to be at least 2 pages, stapled in the top left-hand corner, typed (double-spaced) and should incorporate correct spelling, grammar, and syntax and sentence structure. Be sure to place your name in the upper right hand corner with the case title below your name.
Team Oral Presentations

_Students will be assigned to a team by the instructor._ A schedule will be developed with team assignments, case assignments and dates of the presentations. Oral presentations consist of a 15-20 minute presentation followed by a 10-minute question-answer session. You and your team members should assume the role of consultants employed to present your analysis and recommendations to the assigned company’s senior management. All team members are expected to make roughly equal contributions to the presentation, both the formal 20-minute presentation and the 10-minute Q&A portion. All presentations should incorporate the use of attractive, effective PowerPoint slides. The presentation will be evaluated on six factors to include:

1. The clarity and thoroughness with which your team identifies and articulates the problems facing the company and the issues which management needs to address
2. The caliber (depth and breadth) of your team’s analysis of the company’s situation and demonstrated ability to use the concepts and tools of strategic analysis in a competent fashion
3. The breadth, depth, and practicality of your team’s recommendations, degree of detail and specificity of recommended actions, caliber of supporting arguments
4. The caliber of your PowerPoint slides
5. The degree of preparation, professionalism, energy, enthusiasm, and skills demonstrated in delivering your part of the presentation
6. Your personal contributions to your team’s answers to the questions posed by the class—how well you defend and support your team’s analysis and recommendations during the Q&A period. Every team member is expected to answer at least one question posed by the class (or else there is no individual contribution for the instructor to grade!!!!!!!)

**Business Field Exam.** All students are required to take the Business Field Exam. Any student who does not take the exam will automatically fail the course.

**ACADEMIC HONESTY/CLASSROOM BEHAVIOR**
Academic honesty requires students to refrain from cheating and to provide clear citations for assertions of fact as well as for the language, ideas and interpretations of others that have contributed to their written work. Failure to acknowledge indebtedness to the work of others constitutes plagiarism, a serious academic offense that cannot be tolerated in a community of scholars. All instances of academic fraud will be addressed in accordance with the policies of the University. Violation of the University policy on academic honesty will result in FAILURE of this course. Cell phones/Blackberry’s/etc. must be turned off.

**E-MAIL POLICY:**
The instructor will only send and receive e-mails to a student’s Wilkes e-mail accounts. E-mails will not be accepted from any domain other than wilkes.edu. **The instructor will not e-mail student grades. Any student wishing to discuss any grade must do so in person, not via e-mail or over the telephone.** The instructor will arrange for a mutually agreeable time and a meeting will be scheduled. Do not send e-mails with assignments such as homework, research papers, etc. attached.
GRADING

Grade Interpretation
4.00 Academic achievement of outstanding quality
3.50 Academic achievement above high quality
3.00 Academic achievement of high quality
2.50 Academic achievement above acceptable quality in meeting requirements for graduation
2.00 Academic achievement of acceptable quality in meeting requirements for graduation
1.50 Academic achievement above the minimum quality required for credit
1.00 Academic achievement of minimum quality required for credit
0.00 Academic achievement below the minimum required for course credit

Grade Composition:
Quizzes 30 points
Midterm Exam 20 points
Case summaries 15 points
Team Oral presentations 10 points
Final Exam (Business Field Exam) 25 points
100 points total

Grade Scale:
4.0 = 95 – 100 points
3.0 = 85 – 89 points
2.0 = 75 – 79 points
1.0 = 65 – 69 points
3.5 = 90 – 94 points
2.5 = 84 – 80 points
1.5 = 74 – 70 points
0.0 = < 65 points

THE FINAL EXAM WILL BE GIVEN DURING FINAL EXAM WEEK…PLAN ACCORDINGLY…DO NOT BUY A PLANE TICKET BEFORE YOU KNOW WHEN THE FINAL EXAM TAKES PLACE

The instructor reserves the right to change or modify the course syllabus at his discretion.
Wilkes University Curriculum Committee  
COURSE ADDITION FORM – page 9

1. Course Title: Hospitality Internship

2. Course Number: HL 462

   Coordinate with Registrar to insure course number is available

3. Course Credit Hours:

   Classroom Hours 3
   Lab Hours
   Other

4. Course Prerequisites: HL 201

5. Course Description (as proposed for the Bulletin): Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.

A work-based learning experience that focuses on an area of interest in the hospitality industry. Students will experience the opportunity to apply the theory learned in the program within a hospitality business setting.

To be cross-listed with BA 462

6. Required Documentation:

   Proposed Syllabus  Attach proposed syllabus immediately after this document. In some situations the official syllabus may contain information which is beyond the review needs of the Curriculum Committee (such as extensive rubrics, etc). It is permissible to attach an abbreviated syllabus. In general, syllabi (whether full or abbreviated) should contain the following information: Course Title, Course Number, Credit hours, Faculty Information (name contact information, office hours), Course Description, Course Outcomes or Objectives, Assessment (grading) informations, required texts (or other things such as tools, software, etc), pertinent policies and a proposed schedule of topics.
Hospitality Internship
HL 462

Dr. HyeRyeon Lee
Office: UCOM 222A
Office Hours:
Phone: 570-408-4739
Email: hyeryeon.lee@wilkes.edu

CLASS MEETING TIME

COURSE DESCRIPTION
A work-based learning experience that focuses on an area of interest in the hospitality industry. Students will experience the opportunity to apply the theory learned in the program within a hospitality business setting.

Prerequisite: HL 201

EXPECTED COURSE LEARNING OUTCOMES
Upon completion of this course the student will:
- Identify business concepts and skills relevant to the operational areas of hospitality management.
- Demonstrate effective communication skills.
- Demonstrate the ability to convey the importance of empowerment to all employees.
- Evaluate diversity and ethical considerations relevant to the hospitality industry.
ASSIGNMENTS

Orientation and Required Forms:
The internship orientation is a required process. Students who do not complete this process with the instructor by the due date listed may not be permitted to begin the internship during the above listed semester. Students may not begin “clocking hours” at an internship site until this process has been completed. Instructor exceptions may be made in extenuating circumstances. Some forms will be due at the beginning of the semester and others will be due at the end of the semester. Specific due dates will be discussed during the internship orientation and reviewed during the Mandatory Internship Midterm Meeting.

Timesheets and Reflections:
These are required assignments. Timesheets and reflections are due the Monday following each two-week period before 5pm. These assignments will be accepted until Thursday of the same week at 5:00pm. Assignments submitted after Monday at 5:01 pm through Thursday at 5:00 pm will be lose 50% of the grade. Timesheets will not be accepted after Thursday at 5pm for the previous two weeks. Students who miss this extended deadline will not be able to use the hours spent at an internship site during the previous two weeks toward the total hours required for credit.

Mandatory Internship Midterm Meeting:
Students are expected to contact the instructor to schedule this meeting. The meeting must take place during the week noted on the course calendar, although the specific time can vary depending on the student and instructor’s schedule. Students who do not attend this meeting will not be able to make it up, unless he/she has spoken to the instructor prior to the scheduled meeting time. The grade for a delayed meeting may be reduced by 50% at the discretion of the instructor.

Final Paper: Students will write a one to two page paper discussing various concepts from the “Internship and Leadership Development Plan” and “Reaction Paper/Self -Assessment” forms provided at the internship orientation.

Final Paper: Students will write a two to four page paper discussing various concepts from the “Internship and Leadership Development Plan” and “Reaction Paper/Self -Assessment” forms provided at the internship orientation.
EVALUATION
Grades for this course will be proportioned as follows:

<table>
<thead>
<tr>
<th></th>
<th>Grading Ranges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation and Required Forms</td>
<td>A = 90.0 – 100%  4.0</td>
</tr>
<tr>
<td>Timesheets</td>
<td>B+ = 85.0 – 89.9%  3.5</td>
</tr>
<tr>
<td>Weekly Reflections</td>
<td>B = 80.0 – 84.9%  3.0</td>
</tr>
<tr>
<td>Midterm Meeting</td>
<td>C+ = 75.0 – 79.9%  2.5</td>
</tr>
<tr>
<td>Employer Evaluation</td>
<td>C = 70.0 – 74.9%  2.0</td>
</tr>
<tr>
<td>Final Paper</td>
<td>D+ = 65.0 – 69.9%  1.5</td>
</tr>
<tr>
<td>Final Presentation</td>
<td>D = 60.0 – 64.9%  1.0</td>
</tr>
<tr>
<td></td>
<td>F = Below 60%     0.0</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

POLICIES
Attendance/Participation: Carefully review the documents provided during the internship orientation titled, “Section I: University and Internship Site Policies” and “Wilkes University Cooperative Education & Internship Agreement”.

STUDENTS WITH DISABILITIES
Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Disability Support Services (DSS) has been provided. For additional information, please contact Disability Support Services (DSS) in Conyngham Hall or call 570-408-4150.

ACADEMIC DISHONESTY
It is the aim of the faculty of Wilkes University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offenders liable for serious consequences, possibly suspension. “Scholastic dishonesty” includes, but it not limited to, cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, and any act designed to give the student an unfair academic advantage (such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor) or the attempt to commit such an act. The Wilkes University policies on academic integrity, including cheating and plagiarism, will be strictly upheld in this class.
1. Course Title: Advanced Hospitality Internship

2. Course Number: HL 466

   Coordinate with Registrar to insure course number is available

3. Course Credit Hours:
   Classroom Hours 3  Lab Hours Lab Hours Other

4. Course Prerequisites: HL 201, HL 381 (or HL 382)

5. Course Description (as proposed for the Bulletin): Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.

   Students will have a supervised managerial work experience in a hospitality setting. Students will also experience the opportunity to apply the theory learned in the program within a hospitality business setting.

6. Required Documentation:

   Proposed Syllabus  Attach proposed syllabus immediately after this document. In some situations the official syllabus may contain information which is beyond the review needs of the Curriculum Committee (such as extensive rubrics, etc). It is permissible to attach an abbreviated syllabus. In general, syllabi (whether full or abbreviated) should contain the following information: Course Title, Course Number, Credit hours, Faculty Information (name contact information, office hours), Course Description, Course Outcomes or Objectives, Assessment (grading) informations, required texts (or other things such as tools, software, etc), pertinent policies and a proposed schedule of topics.
Advanced Hospitality Internship
HL 466

Dr. HyeRyeon Lee
Office: UCOM 222A
Office Hours:
Phone: 570-408-4739
Email: hyeryeon.lee@wilkes.edu

CLASS MEETING TIME

COURSE DESCRIPTION
Students will have a supervised managerial work experience in a hospitality setting. Students will also experience the opportunity to apply the theory learned in the program within a hospitality business setting.

Prerequisite: HL 201, HL 381 (or HL 382)

EXPECTED COURSE LEARNING OUTCOMES
Upon completion of this course the student will:
• Use written communication to demonstrate an understanding of the internship’s role deciding on a hospitality career.
• Develop perspectives about a management career in hospitality.
• Demonstrate and explain the importance successfully working full-time and how critical thinking skills are used to be a team player and solve problems in the work environment.
• Describe the fundamental principles of leadership and model the behavior of effective leaders.
• Identify and recognize how a hospitality business operates holistically.
ASSIGNMENTS
Orientation and Required Forms:
The internship orientation is a required process. Students who do not complete this process with the instructor by the due date listed may not be permitted to begin the internship during the above listed semester. Students may not begin “clocking hours” at an internship site until this process has been completed. Instructor exceptions may be made in extenuating circumstances. Some forms will be due at the beginning of the semester and others will be due at the end of the semester. Specific due dates will be discussed during the internship orientation and reviewed during the Mandatory Internship Midterm Meeting.

Timesheets and Reflections:
These are required assignments. Timesheets and reflections are due the Monday following each two-week period before 5pm. These assignments will be accepted until Thursday of the same week at 5:00pm. Assignments submitted after Monday at 5:01 pm through Thursday at 5:00 pm will be lose 50% of the grade. Timesheets will not be accepted after Thursday at 5pm for the previous two weeks. Students who miss this extended deadline will not be able to use the hours spent at an internship site during the previous two weeks toward the total hours required for credit.

Mandatory Internship Midterm Meeting:
Students are expected to contact the instructor to schedule this meeting. The meeting must take place during the week noted on the course calendar, although the specific time can vary depending on the student and instructor’s schedule. Students who do not attend this meeting will not be able to make it up, unless he/she has spoken to the instructor prior to the scheduled meeting time. The grade for a delayed meeting may be reduced by 50% at the discretion of the instructor.

Mandatory Internship Seminar Sessions:
There are several hospitality seminar sessions. Students will have an opportunity to meet leaders and learn the fundamental principles of leadership and the behaviors of effective leaders. Students are required to attend sessions and the dates will be announced at the orientation. When they do, I expect everyone to behave professionally and listen attentively. If you miss the seminar session, will be lose 50% of the grade. If students take this course in the summer, the instructor will provide the different guidelines for seminar sessions.

Final Paper: Students will write a two to four page paper discussing various concepts from the “Internship and Leadership Development Plan” and “Reaction Paper/Self-Assessment” forms provided at the internship orientation.
EVALUATION
Grades for this course will be proportioned as follows:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Weight</th>
<th>Grade Ranges</th>
<th>GPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation and Required Forms</td>
<td>10%</td>
<td>A = 90.0 – 100%</td>
<td>4.0</td>
</tr>
<tr>
<td>Timesheets</td>
<td>10%</td>
<td>B+ = 85.0 – 89.9%</td>
<td>3.5</td>
</tr>
<tr>
<td>Weekly Reflections</td>
<td>20%</td>
<td>B = 80.0 – 84.9%</td>
<td>3.0</td>
</tr>
<tr>
<td>Seminar Attendance</td>
<td>20%</td>
<td>C+ = 75.0 – 79.9%</td>
<td>2.5</td>
</tr>
<tr>
<td>Employer Evaluation</td>
<td>20%</td>
<td>C = 70.0 – 74.9%</td>
<td>2.0</td>
</tr>
<tr>
<td>Final Paper</td>
<td>20%</td>
<td>D+ = 65.0 – 69.9%</td>
<td>1.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>D = 60.0 – 64.9%</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>F = Below 60%</td>
<td>0.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

POLICIES

Attendance/Participation: Carefully review the documents provided during the internship orientation titled, “Section I: University and Internship Site Policies” and “Wilkes University Cooperative Education & Internship Agreement”.

STUDENTS WITH DISABILITIES
Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Disability Support Services (DSS) has been provided. For additional information, please contact Disability Support Services (DSS) in Conyngham Hall or call 570-408-4150.

ACADEMIC DISHONESTY
It is the aim of the faculty of Wilkes University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offenders liable for serious consequences, possibly suspension. “Scholastic dishonesty” includes, but it not limited to, cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, and any act designed to give the student an unfair academic advantage (such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor) or the attempt to commit such an act. The Wilkes University policies on academic integrity, including cheating and plagiarism, will be strictly upheld in this class.
1. Course Title:  
**Event Management**

2. Course Number:  
__HL 355__

   Coordinate with Registrar to insure course number is available

3. Course Credit Hours:  
   Classroom Hours____3____   Lab Hours_____   Other______

4. Course Prerequisites:

5. Course Description (as proposed for the Bulletin):  
Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.

This course is designed to provide an introduction to the principles of event management. Students will learn how to formulate event tourism strategies for destinations. The planning, development, management, and implementation of festivals, entertainment events, corporate events, cultural events, and sports events will be the focus of study.

6. Required Documentation:

   **Proposed Syllabus**  
   Attach proposed syllabus immediately after this document. In some situations the official syllabus may contain information which is beyond the review needs of the Curriculum Committee (such as extensive rubrics, etc). It is permissible to attach an abbreviated syllabus. In general, syllabi (whether full or abbreviated) should contain the following information: Course Title, Course Number, Credit hours, Faculty Information (name contact information, office hours), Course Description, Course Outcomes or Objectives, Assessment (grading) informations, required texts (or other things such as tools, software, etc), pertinent policies and a proposed schedule of topics.
Event Management
HL 355

Dr. HyeRyeon Lee
Office: UCOM 222A
Office Hours:
Phone: 570-408-4739
Email: hyeryeon.lee@wilkes.edu

CLASS MEETING TIME

COURSE DESCRIPTION
This course is designed to provide an introduction to the principles of event management. Students will learn how to formulate event tourism strategies for destinations. The planning, development, management, and implementation of festivals, entertainment events, corporate events, cultural events, and sports events will be the focus of study.

EXPECTED COURSE LEARNING OUTCOMES & ASSESSMENT
At the conclusion of this course, students will be able to:
- Identify marketing needs for events
- Describe current trends and issues in the events industry.
- Make arrangements with the host facilities and suppliers.
- Perform functions relating to the planning and implementation of a meeting, convention, trade show, or special event.
- Perform pre-function analysis activities.

REQUIRED TEXTBOOK
Selected References


**ATTENDANCE POLICY**

You are allowed **two absences** during the course of the semester with no penalty. After that, each absence will result in a 5-point deduction on the final examination. After five consecutive instructional hours of unexcused absences from a class, students may be readmitted to the class only by action of the Office of Student Affairs and the department chairperson concerned. There are **NO** excused absences except for the following:

Absences due to illness, religious holidays, or participation in athletic or university-sponsored activities are considered acceptable reasons for absences, but notification of such absences and arrangements to make up missed work should be made with the instructor by the student.

In the unfortunate event of a death in the family, students are asked to contact the Office of Student Affairs so that notification can be sent to faculty members and arrangements can be made with them to assist students with make-up work. If students are ill and will miss a test, examination, or presentation, it is their responsibility to contact the instructor within 24 hours.

**CLASSROOM PROCEDURES**

The course will follow a lecture/discussion format with the emphasis on discussion. Our discussions will form the basis for in-class exercises and quizzes, so regular attendance is essential.

Turn off all cell phones and **DO NOT** take them out during class. If you are caught with your cell phone out you will be asked to leave the class and you will lose attendance and quiz points for that day. Once the class begins I will close and lock the door and anyone who is not in class at that time will be considered absent for that day. Most quizzes will be distributed at the beginning of class, if you are late and I have already distributed the quiz you will not be allowed to take the quiz and you will lose the points for that day.

**ASSIGNMENTS**

**Examinations**

There will be a mid-term and final exam in this course. Details about the format for each will be discussed in class. If you miss an exam, you must personally speak with me within 24 hours or you will receive a zero.

**Reflection Paper**

During the course of the semester, we will have several guest speakers visit the class. When they do, I expect everyone to behave professionally and listen attentively. To that end, you will select one of the speakers and write a two-page synopsis of his or her presentation. Do not simply
summarize what he or she said; I want to know what you thought of the presentation and, most importantly, what you found to be the most interesting topic he or she discussed.

**Out-of-Class Assignment (Event Audit)**

This is an audit experience of any event of your choice. You should participate in the event and take notes about what you observe as an audit. The event audit paper must be turned in *on* or *before* the due date. Late submissions will not be accepted. The guidelines will be provided during class.

**Event Critique Presentation**

Based on the event audit experience, each student will make a 15 minute presentation in class. Further details will be discussed in class.

**Group Presentation**

Students will be divided into groups as determined in class. As an event planner, each group will build an event plan. Details about the event plan guideline, format, and criteria will be provided during class.

**PAPER FORMAT**

All papers must follow APA format for references and citations, have a cover page, and be typed, double-spaced, in 12-font Times New Roman. Page length will differ for each assignment; we will discuss these details in class.

**EVALUATION**

Grades for this course will be proportioned as follows and final grades will be allocated according to the following scale:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
<th>Grading Ranges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reflection Paper</td>
<td>10%</td>
<td>A = 90.0 – 100%</td>
</tr>
<tr>
<td>Midterm</td>
<td>10%</td>
<td>B+ = 85.0 – 89.9%</td>
</tr>
<tr>
<td>Comprehensive Final</td>
<td>20%</td>
<td>B = 80.0 – 84.9%</td>
</tr>
<tr>
<td>Out-of-Class Assignment</td>
<td>10%</td>
<td>C+ = 75.0 – 79.9%</td>
</tr>
<tr>
<td>Event Critique Presentation</td>
<td>20%</td>
<td>C = 70.0 – 74.9%</td>
</tr>
<tr>
<td><strong>Group Presentation</strong></td>
<td><strong>30%</strong></td>
<td>D+ = 65.0 – 69.9%</td>
</tr>
<tr>
<td>Total</td>
<td><strong>100%</strong></td>
<td>D = 60.0 – 64.9%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>F = Below 60%</td>
</tr>
</tbody>
</table>
STUDENTS WITH DISABILITIES
Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Disability Support Services (DSS) has been provided. For additional information, please contact Disability Support Services (DSS) in Conyngham Hall or call 570-408-4150.

ACADEMIC DISHONESTY
It is the aim of the faculty of Wilkes University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offenders liable for serious consequences, possibly suspension. “Scholastic dishonesty” includes, but it not limited to, cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, and any act designed to give the student an unfair academic advantage (such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor) or the attempt to commit such an act. The Wilkes University policies on academic integrity, including cheating and plagiarism, will be strictly upheld in this class.
<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Description &amp; Reading</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>Syllabus &amp; Introduction to Course</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 1. Introduction to MEEC</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>Chapter 1. Introduction to MEEC</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 2. MEEC Organizer &amp; Sponsors</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>Chapter 3. Destination Marketing Organizations</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Chapter 4. Meeting and Convention Venues</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Chapter 5. Exhibitions</td>
<td>Reflection Paper Due.</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>Midterm Review</td>
<td>Midterm</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>Chapter 6. Service Contractors</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 7. Destination Management Companies</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
<td>Chapter 7. Destination Management Companies</td>
<td>Out-of-Class Assignment</td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>Chapter 8. Special Events Management</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td></td>
<td>Event Critique Presentation</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Chapter 12. Technology and the Meeting Professional</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Chapter 13. Green Meetings and Social Responsibility</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Chapter 14. International Aspects in MEEC</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Group Event Presentation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Chapter 15. Putting It All Together Final Exam Review/Q&amp;A</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**FINAL EXAM** Time as determined by Registrar's Schedule

*This schedule is subject to change*
Wilkes University Curriculum Committee
COURSE ADDITION FORM – page 12

1. Course Title:  Gaming and Casino Management

2. Course Number:  HL 386
   Coordinate with Registrar to insure course number is available

3. Course Credit Hours:
   Classroom Hours 3  Lab Hours  Other

4. Course Prerequisites:

5. Course Description (as proposed for the Bulletin):
   Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.

This course introduces the student to the history of the gaming industry and the basics of casino management. The course emphasizes ethics in the gaming industry, the economics of the industry, and its interface with hotel and restaurant organizations. Students will also overview the basic gaming regulations, profit and organizational structures of casino operations, and an introduction to some popular casino games.

6. Required Documentation:
   Proposed Syllabus  Attach proposed syllabus immediately after this document. In some situations the official syllabus may contain information which is beyond the review needs of the Curriculum Committee (such as extensive rubrics, etc). It is permissible to attach an abbreviated syllabus. In general, syllabi (whether full or abbreviated) should contain the following information: Course Title, Course Number, Credit hours, Faculty Information (name contact information, office hours), Course Description, Course Outcomes or Objectives, Assessment (grading) informations, required texts (or other things such as tools, software, etc), pertinent policies and a proposed schedule of topics.
Gaming and Casino Management
HL 386

Dr. HyeRyeon Lee
Office: UCOM 222A
Office Hours:
Phone: 570-408-4739
Email: hyeryeon.lee@wilkes.edu

CLASS MEETING TIME

COURSE DESCRIPTION
This course introduces the student to the history of the gaming industry and the basics of casino management. The course emphasizes ethics in the gaming industry, the economics of the industry, and its interface with hotel and restaurant organizations. Students will also overview the basic gaming regulations, profit and organizational structures of casino operations, and an introduction to some popular casino games.

EXPECTED COURSE LEARNING OUTCOMES & ASSESSMENT
At the conclusion of this course, students will be able to:
• Describe the history of the gaming industry.
• Understand the gaming regulations and the type of gambling are allowed in different states.
• Have a balanced view of the social and economic impact of the gaming industry.
• Describe the basic profit and organizational structures of casino operations.
• Identify the future trends of the gaming industry.

REQUIRED TEXTBOOK

Selected References
ATTENDANCE POLICY
You are allowed two absences during the course of the semester with no penalty. After that, each absence will result in a 5-point deduction on the final examination. After five consecutive instructional hours of unexcused absences from a class, students may be readmitted to the class only by action of the Office of Student Affairs and the department chairperson concerned. There are NO excused absences except for the following:

Absences due to illness, religious holidays, or participation in athletic or university-sponsored activities are considered acceptable reasons for absences, but notification of such absences and arrangements to make up missed work should be made with the instructor by the student.

In the unfortunate event of a death in the family, students are asked to contact the Office of Student Affairs so that notification can be sent to faculty members and arrangements can be made with them to assist students with make-up work. If students are ill and will miss a test, examination, or presentation, it is their responsibility to contact the instructor within 24 hours.

CLASSROOM PROCEDURES
The course will follow a lecture/discussion format with the emphasis on discussion. Our discussions will form the basis for in-class exercises and quizzes, so regular attendance is essential. Turn off all cell phones and DO NOT take them out during class. If you are caught with your cell phone out you will be asked to leave the class and you will lose attendance and quiz points for that day. Once the class begins I will close and lock the door and anyone who is not in class at that time will be considered absent for that day. Most quizzes will be distributed at the beginning of class, if you are late and I have already distributed the quiz you will not be allowed to take the quiz and you will lose the points for that day.

ASSIGNMENTS
Quizzes
During the course of the semester we will take 10 in-class quizzes. Many of the quizzes are exercises designed to help you understand more about the concepts of the gaming and casino hospitality industry.

Examinations
There will be a mid-term and final exam in this course. Details about the format for each will be discussed in class. If you miss an exam, you must personally speak with me within 24 hours or you will receive a zero.

Case Study Analysis
Each student will individually analyze two case studies related to issues in the gaming and casino industry. It is vital that your evaluation is written in your own words. I want to know what you think and how you would deal with the situations presented in the case. Any collaboration between students on the case studies will result in a zero on the assignment for everyone involved. Case study responses are required to be a minimum of three pages. More details will be given when the case study is distributed in class.
Group Case Study & Presentation
You will work in small groups to analyze a case and prepare a written action plan. The case study will incorporate a number of the concepts we discuss in class. In addition, students are required to present their case study. This is a full group presentation. Everyone in the group should participate in the research as well as the presentation. Every group member is expected to contribute equally toward the group work. More details will be given when the case study is distributed in class.

PAPER FORMAT
All papers must follow APA format for references and citations, have a cover page, and be typed, double-spaced, in 12-font Times New Roman. Page length will differ for each assignment; we will discuss these details in class.

EVALUATION
Grades for this course will be proportioned as follows and final grades will be allocated according to the following scale:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
<th>Grading Ranges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendance/Participation</td>
<td>10%</td>
<td>A = 90.0 – 100%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B+ = 85.0 – 89.9%</td>
</tr>
<tr>
<td>Quizzes</td>
<td>10%</td>
<td>B = 80.0 – 84.9%</td>
</tr>
<tr>
<td>Case Studies (10% each)</td>
<td>20%</td>
<td>C+ = 75.0 – 79.9%</td>
</tr>
<tr>
<td>Group Case study</td>
<td>15%</td>
<td>C = 70.0 – 74.9%</td>
</tr>
<tr>
<td>Group Case Presentation</td>
<td>15%</td>
<td>D+ = 65.0 – 69.9%</td>
</tr>
<tr>
<td>Midterm</td>
<td>15%</td>
<td>D = 60.0 – 64.9%</td>
</tr>
<tr>
<td>Final</td>
<td>15%</td>
<td>F = Below 60%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

STUDENTS WITH DISABILITIES
Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Disability Support Services (DSS) has been provided. For additional information, please contact Disability Support Services (DSS) in Conyngham Hall or call 570-408-4150.

ACADEMIC DISHONESTY
It is the aim of the faculty of Wilkes University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own work not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offenders liable for serious consequences, possibly suspension. “Scholastic dishonesty” includes, but
it not limited to, cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, and any act designed to give the student an unfair academic advantage (such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor) or the attempt to commit such an act. The Wilkes University policies on academic integrity, including cheating and plagiarism, will be strictly upheld in this class.
## HL 386
### Gaming and Casino Management

*Class Schedule*

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Description &amp; Reading</th>
<th>Comments</th>
</tr>
</thead>
</table>
| 1    |       | Syllabus & Introduction to Course  
|      |       | Chapter 1. History of Modern Gaming |          |
| 2    |       | Chapter 2. Gaming Control  
|      |       | Chapter 3. Gaming Taxes |          |
| 3    |       | Chapter 4. Casino Management |          |
| 4    |       | Chapter 5. Currency Reporting  
|      |       | Chapter 6. Casino Cage, Credit, and Collections |          |
| 5    |       | Chapter 7. Slot Management  
|      |       | Chapter 8. Introduction to Table Games |          |
| 6    |       | Midterm Review  
|      |       | Midterm |          |
| 7    |       | Chapter 9. Table Game Operations  
<p>|      |       | Chapter 10. Casino Accounting |          |
| 8    |       | Chapter 11. Mathematics of Casino Gaming |          |
| 9    |       | Chapter 12. Elements of an Effective Player Rating System |          |
| 10   |       | Chapter 13. Table Game Hold as Management Tool |          |</p>
<table>
<thead>
<tr>
<th>Week</th>
<th>Chapter Titles</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Chapter 14. Casino Marketing I</td>
</tr>
<tr>
<td></td>
<td>Chapter 15. Casino Marketing II</td>
</tr>
<tr>
<td>12</td>
<td>Chapter 16. Casino Marketing III</td>
</tr>
<tr>
<td></td>
<td>Chapter 17. Sports Book Operations</td>
</tr>
<tr>
<td>13</td>
<td>Chapter 18. Race Operations</td>
</tr>
<tr>
<td>14</td>
<td>Chapter 19. Casino Statistics</td>
</tr>
<tr>
<td>15</td>
<td>Final Exam Review/Q&amp;A</td>
</tr>
</tbody>
</table>

**FINAL EXAM** Time as determined by Registrar's Schedule

*This schedule is subject to change*
1. Course Title: Topics

2. Course Number: HL198/HL298/HL398

Coordinate with Registrar to insure course number is available

3. Course Credit Hours:
   Classroom Hours 3
   Lab Hours
   Other

4. Course Prerequisites:

5. Course Description (as proposed for the Bulletin):
   Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.

   In-depth examination of selected issues and problems in hospitality. Specific topics alternate depending on hospitality trends in areas such as travel and tourism, introduction to wine, club and resort management, hospitality information systems, and hospitality seminar.

6. Required Documentation:
   Proposed Syllabus

   Attach proposed syllabus immediately after this document. In some situations the official syllabus may contain information which is beyond the review needs of the Curriculum Committee (such as extensive rubrics, etc). It is permissible to attach an abbreviated syllabus. In general, syllabi (whether full or abbreviated) should contain the following information: Course Title, Course Number, Credit hours, Faculty Information (name contact information, office hours), Course Description, Course Outcomes or Objectives, Assessment (grading) informations, required texts (or other things such as tools, software, etc), pertinent policies and a proposed schedule of topics.
1. Course Title: **Introduction to Leadership**

2. Course Number: _____ LDR 201 ________
   Coordinate with Registrar to insure course number is available

3. Course Credit Hours:
   Classroom Hours___3___ Lab Hours______ Other______

4. Course Prerequisites:

5. Course Description (as proposed for the Bulletin): Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.

   The introductory course in the Leadership Studies major provides a general overview of the field of leadership, various definitions, models and theories of leadership, as well as an opportunity for students to understand, reflect, and practice leadership in their environment. In addition, the Introduction to Leadership course will provide students with a basic introduction to leadership skills, provide opportunities to apply the leadership learning, and encourage students to learn more about the field by taking upper level courses.

   *(An existing course)*

6. Required Documentation:
   Proposed Syllabus Attach proposed syllabus immediately after this document. In some situations the official syllabus may contain information which is beyond the review needs of the Curriculum Committee (such as extensive rubrics, etc). It is permissible to attach an abbreviated syllabus. In general, syllabi (whether full or abbreviated) should contain the following information: Course Title, Course Number, Credit hours, Faculty Information (name contact information, office hours), Course Description, Course Outcomes or Objectives, Assessment (grading) informations, required texts (or other things such as tools, software, etc), pertinent policies and a proposed schedule of topics.