TSTD 3301 COURSE SYLLABUS – Fall 2015

General Course Information

TSTD 3301: Hospitality Industry Management
Thursdays, 3:30-6PM
Duques Hall 250

Instructor: Stuart Levy, MBA, PhD
Office: Funger Hall 310
Office Hours: Thursdays, 9AM-11:30AM (or by Appointment)
Phone: (202) 994-1706
E-mail: slevy@gwu.edu

Course Description and Objectives

TSTD 3301 provides an overview and analysis of major issues involved in the management, marketing, and operations of hotels, events and other sectors of the hospitality industry. Particular emphasis will be given to the areas of branding, services marketing, human resources management, and leadership. After completing this course, students should be able to:

- Develop insightful analyses of hospitality industry case studies.
- Be familiar with industry concepts and practices.
- Be well acquainted with hospitality industry terminology.
- Clarify career opportunities in tourism and hospitality.
- Build upon important workplace skills (e.g., communication, teamwork, analytics) through case-based learning activities and other classroom exercises.

Assignments in this course have been designed to improve students’ verbal, written, and analytical skills in preparing them for positions in the business world.

Required Text and Readings


Online Case Study CoursePack (available online, details will be shared in class)

Additional course material will be provided via handouts, on library reserves, or through internet links.

Course Methodology and Schedule

The methodology for this course includes lectures, case discussions, videos, guest speakers, and an exam. The following is a schedule of course progression for your reference in preparing and planning for assignments and discussion. It is expected that the material referred to below will be covered during or close to the dates indicated; however, I may make discretionary changes to the syllabus and to the schedule when necessary in order to meet course objectives. Students are expected to be prepared to discuss the material assigned for the date indicated. In addition, homework assignments may be assigned for specific classes.
Sept 3: Course Introduction and Project Overview
Sept 10: Lodging Industry Overview / Services Marketing
Sept 17: Customer Relationship Management
Sept 24: Branding
Oct 1: Sales / Revenue Management
Oct 8: Innovation / Entrepreneurship
Oct 15: Human Resources
Oct 22: Performance Measurement
Oct 29: Crisis Management
Nov 5: Labor and Government Relations
          Interviewee Contact Information / Project Questions Due
Nov 12: Leadership / Ethics
Nov 19: Exam
Nov 26 - Wed: NO CLASS -- HAPPY THANKSGIVING
Dec 3: Student Presentations
        Informational Interview Reflective Report / Presentation Power Point Due

Class Policies

Participation Standards
Your active involvement during class discussions and activities is a key factor in making your overall learning experience a success. Therefore, you will be expected to participate. You are expected to attend every class, arrive on time, be completely prepared and participate fully until the end of class. The following will determine your grade in the participation grade component:
(a) quality participation in class activities and discussions
(b) respectful, non-disruptive class behavior (see class behavior and etiquette rules 1-7 below).

Expected class behavior and etiquette:
1. Be in class on time.
2. Stay in class the entire period outside of breaks, unless it is an emergency.
3. Turn off ALL electronics (e.g., laptop, cell phone).
4. Be well prepared for class, and be prepared to participate.
5. Sit in assigned seats.
6. While beverages are permitted, no food will be allowed in the classroom during the class session.
7. No chatting during the class period.

Assignment Policies
Journal entries must be submitted via Blackboard by class time on the assignment due date. If Blackboard is not working, you must email me at slevy@gwu.edu with an attachment of the assignment by the deadline to receive credit for your work. No late submissions are accepted. Submit hard copies of the informational interview paper and power point at the beginning of class on the respective due date.

Examination Policies
Specifics regarding the exam will be discussed in class. The exam must be taken at the scheduled time, as there will be no makeup opportunities.
Attendance Policies
You are expected to attend every class, with attendance taken at the beginning of class. Your participation grade will be penalized for arriving to class late or leaving early. You are allowed to miss up to two classes (not including your exam and presentation dates, which are required attendance) during the semester with no penalty assessed to your participation grade. Absences from additional classes will be assessed a 2% final grade penalty for each class missed.

Communication Policies
I will periodically send emails to you via Blackboard. Please be sure to check the email account which receives blackboard messages on a daily basis.

Other Policies
All examinations, papers and other graded work products and assignments are to be completed in conformance with The George Washington University Code of Academic Integrity. The Code is printed in the Schedule of Classes and can be found on the GW website at http://www.gwu.edu/~ntegrity/code.html. Also, if weather conditions may affect the University class schedule, please call (202) 994-5050 to find out whether classes or cancelled. Alternatively, go to the Campus Advisories link on the homepage of the GW website.

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<tr>
<th>Method of Evaluation</th>
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<td>Grading: Final grades will be calculated based on the following factors:</td>
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<tr>
<td>Participation 20%</td>
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<td>Blog 20%</td>
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<tr>
<td>Information Interview Project Report 20%</td>
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<tr>
<td>Presentation 10%</td>
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<tr>
<td>Exam 30%</td>
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All exams and assignments will be awarded a letter grade consistent with the following:

| A 100-92 | B- 81-80 | D+ 68-69 |
| A- 91-90 | C+ 79-78 | D 62-67 |
| B+ 89-88 | C 77-72 | D- 60-61 |
| B 87-82 | C- 71-70 | F below 60 |

Classroom Emergency Preparedness and Response Information

To Report an Emergency or Suspicious Activity
Call the University Police Department at 202-994-6111 (Foggy Bottom) or 202-242-6111 (Mount Vernon). If the line is unavailable or you are calling from another University location, dial 911.

Shelter in Place – General Guidance
Although it is unlikely that we will ever need to shelter in place, it is helpful to know what to do just in case. No matter where you are on campus, the basic steps of shelter in place will generally remain the same:

- If you are inside, stay where you are unless the building you are in is affected. If it is affected, you should evacuate. If you are outdoors, proceed into the closest GW building or follow instructions from emergency personnel on scene.
- Shelter-in-place in an interior room, above ground level, and with the fewest windows. If sheltering in a room with windows, keep away from the windows. If there is a large group of people inside a particular building, several rooms maybe necessary.
- Shut and lock all windows (locking will form a tighter seal) and close exterior doors.
- Make a list of the people with you and call the list in to UPD so they know where you are sheltering.
- Visit GW Campus Advisories for incident updates http://campusadvisories.gwu.edu or call the GW Information Line 202-994-5050. If possible, turn on a radio or television and listen for further instructions. If your e-mail address or mobile device is registered with Alert DC, check for alert notifications.
- Make yourself comfortable and look after one another. You will get word as soon as it is safe to come out.
Evacuation
An evacuation will be considered if the building we are in is affected or we must move to a location of greater safety. We will always evacuate if the fire alarm sounds. In the event of an evacuation, please gather your personal belongings quickly (purse, keys, cell phone, GWorld card, etc.) and proceed to the nearest exit. Do not use the elevator. Once we have evacuated the building, proceed to our primary rendezvous location (lobby of Duques Hall). In the event that this location is unavailable, we will meet in the lobby of Lerner Health and Wellness Center.

Alert DC
Alert DC provides free notification by e-mail or text message during an emergency. Visit GW Campus Advisories for a link and instructions on how to sign up for alerts pertaining to GW. If you receive an Alert DC notification during class, please share the information immediately.

GW Alert
GW Alert provides popup notification to desktop and laptop computers during an emergency. In the event that we receive an alert to the computer in our classroom, we will follow the instructions given. You are also encouraged to download this application to your personal computer. Visit GW Campus Advisories to learn how.

Additional Information
Additional information about emergency preparedness and response at GW as well as the University’s operating status can be found on GW Campus Advisories http://campusadvisories.gwu.edu or by calling the GW Information Line at 202-994-505.