

**STUDENT WARNING:** This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

## American Public University System

*The Ultimate Advantage is an Educated Mind*

<p style="text-align: center;"><b>School of Business</b> <b>HOSP495</b> <b>Senior Seminar in Hospitality Management</b> <b>3 Credit Hours</b> <b>16 weeks</b> <b>Prerequisite(s): Senior Standing</b></p>
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Please see the **Lessons** area in the classroom for additional course specific information

### Table of Contents

<a href="#">Course Description</a>	<a href="#">Course Scope</a>	<a href="#">Course Materials</a>
<a href="#">Course Objectives</a>	<a href="#">Course Outline &amp; Evaluation Procedures</a>	<a href="#">Course Delivery Method</a>
<a href="#">Academic Services</a>	<a href="#">Policies &amp; Guidelines</a>	<a href="#">Turnitin.com</a>

### Course Description (Catalog)

The Senior Seminar course is 16 weeks and is the final course for the BA in Hospitality Management. Students can either obtain an internship in their selected concentration or write a 30 page Research Project Report on Service Excellence in the appropriate concentration.

The on-site internship consists of 80 hours of work over the 16 weeks in a self-selected and instructor approved hospitality environment (hotel, restaurant, convention center, military food service, commercial food service, etc). Students will apply insights learned from previous classes and obtain real-time work experience. Students are required to keep a journal or log during the internship capturing questions, insights, and competencies learned from the experience. Upon completion of the practicum students will write a final integrative paper drawing upon literature and insights to support and enhance their practicum experience.

### Course Scope

This sixteen week course has been designed to acquaint the student with actual working conditions in an approved restaurant, food service, hotel or other hospitality establishment.

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This course is a supervised, entry-level work experience in the hospitality field requiring a minimum of 80 work hours. Individual conferences and class attendance is required. Students are responsible for securing an externship job. Students gain experience needed to enter their field on graduation.

### Course Materials

HOSP495	Cathy A. Enz	Hospitality Strategic Management: Concepts and Cases (2 <sup>nd</sup> ed.).	Wiley & Sons, Inc.	978-0-470-08359-8
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Your electronic text can be accessed through the APUS online library.

Please visit <http://apus.libguides.com/er.php> and search by the course number (ex: HOSP495) to access your required resources.

**Required Readings** – As assigned, see Weekly Lessons and Forum Postings

**Additional Resources and Websites** – See Weekly Lessons

### Course Objectives

Upon successful completion of this course, you will be able to:

1. Create a management philosophy.
2. Assess strategy formulation at the business-unit level in a variety of successful hospitality organizations
3. Evaluate organizational resources and competitive advantage in hospitality management firms
4. Propose strategy implementation through organizational design and control in your specific segment
5. Appraise strategic management opportunities and resources

### 16 Week Course Outline

<u>Week</u>	<u>Topic(s)</u>	<u>Learning Objective(s)</u>	<u>Assignments</u>
1	Welcome to HOSP 495	In Week One you will be introduced to the course.	Locate <u>Week 1 Forums</u> Respond in each discussion

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	Internship Agreement and Learning Contract	Learning Outcomes: Objective 1	forum. <u>Task Completion.</u> Please read the message and post a response indicating you have completed the requested items
2	<b>Evaluating Management Style</b>	In Week 2 we assess our own strengths and opportunities and evaluate styles of management.  Written assignment due at the end of the week.  Learning Outcomes: Objective 1	Locate <u>Week 2 Forums</u> – Respond in each discussion forum.  <b>Read Chapter 3</b>  <b>Writing Assignment –</b> Management Philosophy: <i>(Due End of Week 2)</i>
3	<b>Service Excellence</b>	In week 3, we seek to relate the internship experience and quality customer service initiatives, and most importantly, exceeding customer expectations.  Learning Outcomes: Objective 3	Locate <u>Week 3 Forums</u> – Respond in each discussion forum.  <b>Due:</b> <b>Initial paperwork</b>
4	<b>Technical assessment of systems and processes</b>	This industry is highly competitive. Each organization is seeking to fine-tune operations in efforts to deliver a quality experience to the guest and with focus on streamlining operations to cut costs and raise profits!  Learning Outcomes: Objective 2	Locate Week 4 Forums – Develop/select essay question(s)
5	<b>Networking and</b>	Understanding and continually assessing your goals will	Locate Week 5 Forums –

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	<b>Goals</b>	increase your likelihood of achievement as well as establish who to seek out for networking.  Learning Outcomes: Objective 5	Respond in each discussion forum.
<b>6</b>	<b>Evaluating Performance</b>	Employee Reviews have been shown to be helpful in improving employee performance and keeping them on task. Why is this practice so beneficial?  Learning Outcomes: Objective 1	Locate Week 6 Forums – Respond in each discussion forum.
<b>7</b>	<b>Service Excellence</b>	A memorable service experience is an integral strategy of hospitality focused companies. This week we exchange dialogue on the role of service as it pertains to your internship.  Learning Outcomes: Objective 5	Locate Week 7 Forums – Respond in each discussion forum.  <b>Read Chapter 1</b>
<b>8</b>	<b>Making Progress</b>	I hope that you are attaining knowledge that will provide you with a head start in your future careers within the hospitality/tourism industry.  Learning Outcomes: Objective 2	<u>Locate Week 8 Forums</u> – Respond in each discussion forum.  <b>Read Chapter 2</b>

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9	<b>Employee Morale</b>	<p>What are some of the ideas you have for keeping employee morale up, and fostering a "team mentality" within your organization?</p> <p>Determine how employee morale impacts Strategic Direction and Organizational Resources and Competitive Advantage</p> <p>Learning Outcome: Objective 3</p>	<p><u>Locate Week 9 Forums</u> – Respond in each discussion forum.</p> <p><b>Read Chapter 4</b></p> <p><b>Due: Mid-Term Performance Review</b></p>
10	<b>Strategy</b>	<p>Week 10 will begin a review of strategy and provide the basis for evaluating strategy. An aspect of evaluating your strategy will be assessing the evolution of your goals.</p> <p>Learning Outcomes: Objective 2</p>	<p><u>Locate Week 10 Forums</u> – Respond in each discussion forum.</p> <p><b>Read Chapter 5</b></p>
11	<b>Strategy and Service</b>	<p>We continue the exploration of strategy as well as your expectations as a guest compared to as an industry professional.</p> <p>Learning Outcomes: Objective 4</p>	<p><u>Locate Week 11 Forums</u> – Respond in each discussion forum</p> <p><b>Read Chapter 6</b></p>
12	<b>Implement</b>	<p>An aspect of strategy is how that strategy is implemented.</p> <p>Learning Outcomes: Objective 3, 4, and 5</p>	<p><u>Locate Week 12 Forums</u> – Respond in each discussion forum.</p> <p><b>Read Chapter 7</b></p>
13	<b>Marketing &amp;</b>	<p>An integral strategy of each</p>	<p><u>Locate Week 13 Forums</u> –</p>

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	<b>Advertising</b>	<p>successful hospitality focused company is their ability to communicate their offerings to the public and target specific demographic segments.</p> <p>Learning Outcomes: Objective 4</p>	<p>Respond in each discussion forum.</p> <p><b>Read Chapter 8</b></p> <p><b><u>Writing Assignment –</u></b> <i>Revisit Management Philosophy:</i> Please read the assigned discussion question &amp; post a response.</p>
14	<b>Employability and Innovation</b>	<p>How would you assess your employability and what would be your innovation for the industry?</p> <p>You will also submit your major written assignment on your overall internship experience.</p> <p>Learning Outcomes: Objective 3</p>	<p><u>Locate Week 14 Forums –</u> Respond in each discussion forum.</p> <p><b>Read Chapter 9</b></p> <p><b><u>Writing Assignment:</u></b> <i>Internship Experience Journal.</i></p>
15	<b>Looking ahead</b>	<p>Share with the class an ideal position or role that you like and assess your strengths in relation to that role.</p> <p>Learning Outcomes: Objectives 3, 4, 5</p>	<p><u>Locate Week 15 Forums –</u> Respond in each discussion forum.</p> <p><b>Read Chapter 10</b></p> <p><u>You should be finalizing your comprehensive essay this week.</u></p>
16	<b>Taking Action</b>	<p>Share about a topic that you learned in either this course or another hospitality course with APUS that you were able to put into action with your internship.</p>	<p>Complete your comprehensive essay and participate in the final discussion forum.</p>

### Evaluation Procedures

**Reading Assignments:** The textbook and additional journals as assigned in the lessons

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**Forum Assignments:**

Detailed forum expectations and grading rubrics are posted in the forums and in the classroom lessons.

**Homework Assignments and Final Project:** There are assignments due throughout the course, and a final project due at the end of the course. Specific details for each assignment can be found in the Assignments section of your online classroom.

Core Components	% Grade
Weekly Discussions	15
Writing Assignments	15
Initial Internship Agreement	7.5
Mid-Term Employer Evaluation	7.5
Weekly Journal	20
Comprehensive Essay	35

**Course Delivery Method**

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

**Policies & Guidelines**

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

- [Drop/Withdrawal Policy](#)
- [Plagiarism Policy](#)
- [Extension Process and Policy](#)
- [Disability Accommodations](#)

**Grading Scale**

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

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### **Citation and Reference Style**

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

### **Netiquette**

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), :) , ☺

### **Disclaimer Statement**

Course content may vary from the outline to meet the needs of this particular group.

## **Academic Services**

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to [librarian@apus.edu](mailto:librarian@apus.edu).

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors’ publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. [Tutor.com](http://Tutor.com) connects you with a professional tutor online

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24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.

- **Disability Accommodations:** Students are encouraged email [dsa@apus.edu](mailto:dsa@apus.edu) to discuss potential academic accommodations and begin the review process.

**Request a Library Guide for your course** (<http://apus.libguides.com/index.php>)

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOC111), or class name.

If a guide you need is not available yet, please email the APUS Library: [librarian@apus.edu](mailto:librarian@apus.edu).

#### Turnitin.com

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.