

4. Classify various professional opportunities in T.H.E.M.
5. Create a personal SWOT analysis relative to the profession
6. Demonstrate the ability to use appropriate technological skills
7. Identify professional organizations relative to the industry
8. Design a special project relative to a T.H.E.M. profession
9. Justify the role of T.H.E.M. in the leisure service industry
10. Create a personal plan of action for professional development

Grade Criteria

Class Participation	15 points
Assignments	125 points
Exams	<u>60 points</u>
Total	200 points

SCSU Grade	Points Conversion	SCSU Grade	Points Conversion	SCSU Grade	Points Conversion
A+	194-200	A	188-193	A-	180-192
B+	174-179	B	168-173	B-	160-167
C+	154-159	C	148-153	C-	140-147
D+	134-139	D	128-133	D-	123-127
				F	<123

Classroom Guidelines

Absence from Class

You are expected to attend each class. Some graded assignments will take place during class including writing assignments and quizzes.

If you miss class, you must be excused prior to your absence. This requires that you email me at delisleL2@southernct.edu at least forty-five minutes before class or call my office number 203 392-7159 and leave a message. If an **emergency situation** does not allow you to contact me before class, you must do so, in writing, prior to the end of the day of your absence. Unexcused absences will affect your class participation grade.

Homework Assignments

An excused absence does not excuse you from turning in assignments on the designated date. Papers are to be submitted through Blackboard. Late homework will be accepted for 50% credit if turned in before the next class. Missed assignments will affect your grade significantly.

Classroom Ethics

Proscribed Conduct (from Student Handbook) "Academic misconduct including all forms of cheating and plagiarism. Academic misconduct includes but is not limited to providing or receiving assistance in a manner not authorized by the instructor in the creation of work to be submitted for academic evaluation including papers, projects

and examinations; and presenting, as one's own, the ideas or words of another person or persons for academic evaluation without proper acknowledgment. Disciplinary sanctions, which may be imposed by the University, include expulsion from all universities within the CSU System. In cases of academic misconduct, faculty member may fail the student on the work or the course. Ability to take action extends beyond the semester in which the course was taken."

Plagiarism involves taking and using as one's own the writing and/or ideas of another and ranges from outright stealing to inadequate attribution. The department does not tolerate plagiarism in print or online. Violations of plagiarism or the use of commercial organizations or paid individuals to write all or part of work submitted for a class may result in a failing grade for the course or dismissal from the program.

Students with Disabilities

Southern Connecticut State University provides reasonable accommodations in accordance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act, for students with documented disabilities on an individualized basis. If you are a student with a documented disability, the University's Disability Resource Center (DRC) can work with you to determine appropriate accommodations. Before you receive accommodations in this class, you will need to make an appointment with the Disability Resource Center located at EN C-105A. To discuss your approved accommodations with me or other concerns, such as medical emergencies or arrangements in case the building must be evacuated, please make an appointment to meet as soon as possible. DRC Phone: (203) 392-6825, Email: DRC@southernct.edu Website: www.southernct.edu/drc/

Campus Writing Center

Students are *strongly encouraged* to use the services at the Campus Writing Center, which provides consultation to support students in their development as writers.

Location: Engleman Hall Room A-012 (bottom floor).

Phone: (203) 392-6824, Email: ferruccit1@southernct.edu Website: www.southernct.edu/writingcenter

Sexual Misconduct

Southern Connecticut State University is highly committed to providing you with an educational experience that is academically and socially enriching. In line with this mission, we enforce Title IX of the Education Amendment of 1972 which prohibits acts of sexual misconduct (sexual harassment, sexual assault, dating violence, domestic violence and stalking) at educational institutions.

To report sexual misconduct students should contact University Police at (203) 392-5375 or 911, and/or Pamela Lassiter, Office of Diversity and Equity, at (203) 392-5491 and/or Christopher Piscitelli, Office of Judicial Affairs, at (203) 392-6188. For advocacy and further information including your Title IX rights and reporting procedures visit the Sexual Assault Resource Team (S.A.R.T.) website at www.southernct.edu/SART/.

Please contact Catherine Christy, Women's Center and S.A.R.T. Coordinator, at (203)392-6946 for assistance or with any questions regarding support and advocacy.

Course Outline

Black = Course Topics; Green = Readings; Red = Assignments; Blue = Guests

- Week 1** Introduction to Course; Review of Syllabus; Review of Course Guidelines
Read Text Introduction
Complete Class Participation Plan Due September 4th
- Week 2** Skills for Success in Service Businesses
Read Chapter 1 Service Makes a Difference
Read Chapter 7 Hotel Organization
Exploring Relevant Technologies and Websites
Assignment #1: Complete Personal SWOT Service Analysis 20 Points
Due September 4th 11:59 pm
- Week 3** The Hospitality Industry – Exploring Careers
Read Chapter 3 Exploring Hospitality Careers
Read Chapter 6 Understanding the World of Hotels
- Week 4** Clubs, Cruises and Casinos
Read Chapters 8, 10, 11
Assignment #2 Your Personal Hospitality Experiences 20 Points
Due September 18th 11:59 pm
- Week 5** The Meeting Industry
Read Chapter 9
Assignment #3 Key Terms 20 points Due September 25th 11:59 pm
Assessment # 1 Online – Covering Chapters 1,3,6,7, – 20 Points
Due September 25th
- Week 6** The Tourism Industry - Scope of Services
Read Chapter 2 The Travel and Tourism Industry
Read Materials in Blackboard
- Week 7** Out of Class Assignments
Read Materials in Blackboard
Assignment #4 Industry Trends Due October 9th 12 noon. 20 Points

- Week 8** **Tourism Trends**
Assessment # 2 – Online - Due October 18th 12 noon
- Week 9** **Tourism**
Read Materials in Blackboard
Assignment #5 Your Personal Plan of Action 20 Points
Due October 30th 11:59 pm
- Week 10** **Event Management**
Readings in Blackboard
Assignment #6 Final Project – Sign up for Presentation Date
By November 6th; Project due date TBD
- Week 11** **Event Management**
Readings in Blackboard
Possible Site Visit - TBA
- Week 12** **Franchise Businesses**
Read Chapter 16
- Week 13** **Ethics in T.H.E.M.**
Read Chapter 17
Assessment #3 Online Due Friday November 22 12 noon
- Week 14** **Project Presentations**
- Week 15** **Project Presentations**
- Final Exam:** **Date TBA**
Complete Project Presentations

Assignments

Assignment #1: Complete Personal SWOT Service Analysis – 20 points Due September 4th 11:59 pm

After reading Chapter 1 *Service Makes the Difference*, and reviewing course materials, develop a three-page paper to analyze your strengths, weaknesses, opportunities and threats relative to working in a service industry. You will need to identify the necessary technical and soft skills needed for your area of potential professional involvement.

Assignment #2 Your Personal Hospitality Experiences – 20 points Due September 18th 11:59 pm

In a two-page paper describe your best and worst event, travel or hospitality experiences. Identify the key elements of each event and compare how each element contributed to your positive or negative perception. Identify and explain the standards you are referencing in making your judgements about each experience. Discuss ways that your worst experience might have been improved.

Assignment #3 Key Terms – 20 points Due September 25th 11:59 pm

Based on the chapters and readings, complete the worksheet defining these important industry terms. Do not copy and paste from dictionaries or other sources. Use your own words to explain each concept and provide one example of each.

Assignment #4 Industry Trends – 20 points Due October 9th 12 noon

Trends are what moves the industry forward; if you are not up to date with what is going on in the industry, your customers will find someone who is. Identify a current trend in the travel, hospitality or event planning field and analyze this trend in a two page paper. Include at least two sources to research the trend.

Assignment #5 Your Personal Plan of Action – 20 points Due October 30th 11:59 pm

Whether you are a graduating senior or a freshman, it is important that you develop a personal action plan. Using the information developed in Assignment #1, the work sheet included in Blackboard, and class materials, develop an action plan that identifies possible careers that interest you, activities that you can engage in during school to build your resume and gain industry experience including internships, volunteer opportunities and part time work. Also discuss your desired living location and economic expectations, a deadline for each activity and an overall timeline for the plan. Determine how you will evaluate the effectiveness of your plan. Three pages.

Assignment #6 FINAL/EVENT or TRIP – 25 points Sign up for Presentation Date By November 6th; Project due date TBD

Using materials from the entire semester you will develop a five page plan for either a resort vacation for a young family of four, a three day trip in New England for a group of senior citizens, a professional conference for 150 individuals in the event industry or a welcome event for all 60+ T.H.E.M. students for the fall of 2019. We will discuss additional requirements in class. You will also prepare a 5 – 7 minute public presentation scheduled for the end of the semester.

Extra Credit Assignment 4 – 6 pages – 5 points toward your semester grade

Make arrangements to volunteer for a minimum of three hours at an organization other than SCSU. Provide your plans to me, in writing, prior to the volunteer experience.

Keep a journal of your experience:

- 1. Prior to the event talk about your anticipated outcomes, constraints, fears etc.**
- 2. Describe what you did for the organization**
- 3. Describe what you learned and how your pre-event thoughts were either confirmed or changed by participating in the volunteer opportunity.**
- 4. Turn in before the last week of class**