

***SAM HOUSTON STATE UNIVERSITY***

***COLLEGE OF HUMANITIES AND SOCIAL SCIENCES  
DEPARTMENT OF FAMILY AND CONSUMER SCIENCES  
COURSE DESCRIPTION***

***FALL, 2007 SEMESTER***

**CLASSROOM LOCATION:** AB2 Building in Room #302

**CLASS MEETING TIMES:** (Tuesdays) 6:00pm-8:50 pm (CST)

**DEPARTMENT:** Family and Consumer Sciences  
College of Humanities and Social Sciences

**COURSE NUMBER/TITLE:** *FCS 131 "INTRODUCTION TO HOSPITALITY  
INDUSTRY" --3 hours credit*

**CONTACT INFO:** RYAN N. FENLEY, MHM, BAAS, AAS  
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Macaroni Grill Home

Store—(713)789-5515

**COURSE DESCRIPTION:**

Overview of the Hospitality Industry, which includes restaurants, hotels and resorts, airlines, country clubs, etc.. It involves looking at historical perspective, the analysis of the industry in terms of professional opportunities and the future outlook of the industry (3-0). Credit 3

**COURSE GOALS:**

1. To invite your interest in the many career opportunities available in the industry.
2. To explore trends that will have an impact on your future in the industry.
3. To provide a global perspective of industry issues, both present and future.
4. To suggest directions for educational and professional development.
5. To share with you the enthusiasm and excitement that is part of the hospitality spirit.

**COURSE OBJECTIVES:**

- A. Name the characteristics of the Hospitality Industry.
- B. Discuss why service has become such an important facet of the hospitality industry.
- C. Define tourism
- D. Trace the five ages (or periods) of tourism.
- E. Describe the economic impact of tourism.
- F. List reasons why people travel

- G. Describe ecotourism
- H. Describe briefly the development of the U.S. lodging industry.
- I. Name some prestigious and unusual hotels.
- J. Draw an organizational chart of the room division of a hotel and identify the executive committee members.
- K. Describe a typical food and beverage director's day.
- L. State the functions and responsibilities of the food and beverage department.
- M. Perform computations using key food and beverage operating ratios.
- N. Describe the history and evolution of Culinary Arts.
- O. Trace the history and development of the restaurant business.
- P. List factors that influence restaurant concept and marketing.
- Q. Identify some of the top chain and independent restaurants.
- R. Explain the difference in controllable expenses and fixed costs.
- S. Outline the functional areas and tasks of a foodservice/restaurant manager.
- T. Suggest appropriate pairings of wine with foods.
- U. Explain a restaurant/bar's liability in terms of serving alcoholic beverages.
- V. Outline the history of the gaming entertainment industry.
- W. Name the main hospitality industry associations.
- X. Describe the various types of meetings that are conducted.
- Y. Describe the role of a meeting planner.
- Z. Explain the term *product life cycle*.
- AA. Distinguish the characteristics and attributes of a leader.
- BB. Define leadership.
- CC. Define ethics and apply the importance of ethical behaviors to the hospitality industry.

**TEXT:** Walker, John R. Introduction to Hospitality, 4th Edition. Prentice Hall 2006.

**ATTENDANCE POLICY:**

**Regular and punctual attendance is expected.** Each student is allowed two absences during the semester without penalty to the class participation grade. For each absence over the two mentioned above, five (5) points will be subtracted from the class participation grade. **It is the STUDENT'S responsibility to ensure that a tardy is recorded as a tardy and not as an absence!! It is recommended that you save these times for possible illnesses, funerals, etc. since there are no "excused" absences.**

**COURSE EVALUATION:**

**Chapter Quizzes-----20% (average best of 16 of 16)**  
**Mid Term Exam----- 20%**  
**Final Exam-----20%**  
**Independent Field Trip Project- 20%**  
**Research Paper-----20% =Total 100% of Final Grade**

**Academic Dishonesty Policy:** All assigned work turned in by the instructor must be the original work of the student turning in the assignment!!

**"All students are expected to engage in all academic pursuits in a manner that is above**

reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials".

### POLICIES AND PROCEDURES:

- 1. PLEASE RESPECT YOUR FELLOW CLASSMATES. PLEASE MAKE SURE TO KEEP ALL CELLPHONES AND PAGERS OFF IN THE CLASSROOM TO ELIMINATE DISTRACTION FOR OTHER PEOPLE AROUND YOU!! THANK YOU FOR YOUR HELP IN THIS MATTER!!**
- 2. All assignments must be completed and turned in to the instructor before the final exam date can be taken (Check Undergraduate Catalog).**
- 3. Please come to class every time prepared (textbook, supplies, etc.) like you would in a regular work environment. Set a good example for your fellow classmates!!**
- 4. If you are not able to attend a class because of different circumstances, please notify your instructor a couple of hours in advance by email, voice mail, etc. This would be very respectful!!**
- 5. All assigned homework or quizzes will be due at time of request. NO LATE WORK WILL BE ACCEPTED!! If absent from class, please contact your instructor within 12 hours!!(phone or email).**
- 6. No student(s) will be allowed to talk during the instructor's lectures. This shows disrespect to your professor and your fellow classmates. This will not be accepted!! The students found disrupting class will be asked to leave**

### DISABLED STUDENT POLICY:

It is the policy of Sam Houston State University that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic or Student Life program or activity. Disabled students may request help with academically with academically related problems stemming from individual disabilities from their instructors, school, department chair, or by contacting the Chair of the Committee for Continuing Assistance and Director of the Counseling Center, Lee Drain Annex, or by calling (936) 294-1720. NOTE: No accommodation can be made until the student registers with the Counseling Center.

### STUDENT ABSCENCES ON RELIGIOUS HOLY DAYS POLICY:

Section 51.911 (b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for

the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence.

University policy 861001 provides the procedures to be followed by the student and the instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed.

### **COURSE TIME LINE**

**Tuesday, August 21st, 2007--Introduction of Instructor and Class, Syllabus Information, and Lecture of Chapter 1. Take Home Quiz on Chapter 1 (due next week!!)**

**Tuesday, August 28th, 2007—Turn in Quiz on Chapter 1, Lecture on Chapter 2**

**Tuesday, September 4th, 2007--Quiz on Chapter 2, Lecture on Chapter 3**

**Tuesday, September 11th, 2007--Quiz on Chapter 3 and Lecture on Chapter 4**

**Tuesday, September 18th, 2007--Quiz on Chapter 4 and Lecture on Chapter 5**

**Tuesday, September 25<sup>th</sup>, 2007--Quiz on Chapter 5 and Lecture on Chapter 6**

**Tuesday, October 2nd, 2007--Quiz on Chapter 6, and Review for Mid-Term Exam**

**Tuesday, October 9th, 2007—Give back Quiz on Chapter 6 to students!! Mid Term Examination!!!**

**Tuesday, October 16th, 2007--Return Mid-Term Exams, Turn in Individual Research Paper due at beginning of class. Lecture on Chapter 7. In House Quiz on Chapter 7. Take Home Quiz Chapter 8 due next week (Restaurant Operations)**

**Tuesday, October 23rd, 2007--Turn in Chapter 8 Quiz. Lecture on Chapter 9. Take Quiz on Chapter 9. Take Home Quiz on Chapter 10 (Beverages).**

**Tuesday, October 30<sup>th</sup>, 2007--Turn in Chapter 10 Quiz and Lecture on Chapter 11.**

**Tuesday, November 6th, 2007--Take Quiz on Chapter 11 and Lecture on Chapter 12**

**Tuesday, November 13th, 2007--Take Quiz on Chapter 12 and Lecture on Chapter 13**

**Tuesday, November 20th, 2007-- Turn in Independent Field Trip Project due at beginning of class!! Quiz on Chapter 13 and Lecture on Chapter 14.**

**Tuesday, November 27th, 2007—Take Quiz on Chapter 14 and lecture on Chapter 15. (Take Home Quiz on Chapter 15).**

**Tuesday, December 4th, 2007-- Turn in Chapter 15 Quiz due at beginning of class. Lecture on Chapter 16. Take Home Quiz Chapter 16 Review for Final Examination!!!**

**Tuesday, December 11th, 2007—Turn in Quiz on Chapter 16. Take Final Examination (Yeah!!!)**

### **INDEPENDENT FIELD TRIP PROJECT**

Each student must conduct an independent field trip to a lodging property, a food & beverage facility, or a club. Alternate hospitality related facilities may be substituted with the prior approval of the instructor. Within these guidelines, the choice for the independent field trip will be left option of the student. It is the student's responsibility to choose a destination, make the necessary arrangements for the trip, conduct the trip, and report his/her findings by answering the questions below.

**\*\*Please keep in mind when you are making the arrangements for your field trip that these industry professionals are busy people who take time from their schedule to meet with you. When contacting them, please be sensitive to their peak business hours; only call during slower periods such as the afternoon\*\*!!**

#### **Field Trip Report Requirements:**

All reports must be word-processed (font: Times New Roman, font size 12),

double-spaced, and utilize correct grammar, syntax, and spelling. It does need to be in paragraph form only, you do not need to repeat the questions. Please answer the questions succinctly. The paper cannot be longer than **two (2) pages (one side only!)** No cover sheet is needed!!

**Field Trip Reports are due Tuesday, November 20th, 2007 at beginning of class. No Exceptions!! Late papers will incur a 20% reduction for every day late afterwards. No Exceptions!!**

*Answer the following questions in your report:*

1. Date of the trip?
2. Site visited?
3. Name and position of person conducting the tour?
4. What did you observe at the site that differed from, or supported, information discussed in class?
5. What level of customer service did they provide?
6. Was the site clean and safe?
7. What aspects of the field trip did you enjoy or dislike? Find out most or least interesting? Why?
8. How would you compare this site to a place you have worked or visited before?
9. What did you learn from this trip? Would you recommend that future classes take this field trip? Why? Why Not?

## **INDIVIDUAL RESEARCH PAPER**

Each student will choose a hospitality-related topic or research on a hospitality company by conducting an electronic publication search about recent news and journal articles related to that topic. After printing and reading two researched articles pertaining to the chosen topic, the student will briefly summarize both articles and state the implications to the industry in the final paragraph.

**Papers will be formatted as followed (Use current APA style):**

One article must be from the Internet, and the second article must be from a database research search in the University Library. **(Articles must have been written within the last 24 months.) This project will be due on Tuesday, October 16th, 2007 at beginning of class!! NO Exceptions!!**

The paper must be word-processed (font: Times New Roman, font size 12), double-spaced, and utilize correct grammar, punctuation, and spelling. **The paper should be minimum from 3 to 5 pages (one sided only!!)** Please strictly adhere to the page limitation and have your topic on the top of the paper. No cover sheet is necessary!! **The 2 articles and the printed research documentation must be attached to the back of the paper!! No Exceptions!!!**

***\*\*Paper Format Criteria for Grading for both papers\*\****

***25 points--Set-Up (Hit all Objectives Included)***

***25 points-Content***

***25 points-Organization***

***25 points--Spelling and Grammar***

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***Total 100 points***

**Recommended Websites to Visit:**  
**HOSPITALITY LAWYER.COM**  
**[www.HospitalityLawyer.com](http://www.HospitalityLawyer.com)**

**HOTEL ONLINE (DAILY VIA INTERNET, MONDAY-FRIDAY)**  
**[www.hotel-online.com/Neo/News](http://www.hotel-online.com/Neo/News)**

**USA TODAY (DAILY< MONDAY-FRIDAY)**  
**[www.usatoday.com](http://www.usatoday.com)**

**NATION'S RESTAURANT NEWS (WEEKLY)**  
**[www.restaurant.org](http://www.restaurant.org)**

**HOTEL AND MOTEL MANAGEMENT (BI-MONTHLY)**  
**[www.hmmonline.com](http://www.hmmonline.com)**

***\*\*\*Please keep a copy of all work that you turn in that was prepared outside of class. The instructor reserves the right to recall, review, and retain any previously submitted assignments during the course of the semester. It is the student's responsibility to collect and keep each graded assignment in a safe place until final course grades have been issued. It is also the responsibility of the student to bring to the Instructor's attention any discrepancy or challenge of the grade received in a timely fashion (within 15 days of the grade being distributed).\*\*\****

## **INSTRUCTOR BIOGRAPHY:**

### **EDUCATIONAL DEGREES:**

**\*\* Received a Associate of Applied Science (1989) in Fire and Industrial Safety Technology from Galveston College (Galveston, Tx)**

**\*\* Received a Bachelor of Applied Arts and Science (1991) in Occupational Education with a Minor in Criminal Justice from Sam Houston State University (Huntsville, Tx).**

**\*\* Received a Master's degree in Hotel, Restaurant, and Tourism Management with a specialization in Food and Beverage Administration (2001) from the University of Houston at University Park (Houston, Tx)**

### **Biography:**

**Mr. Ryan Fenley, the instructor, has extensive management experience in the Hospitality Industry. Mr. Fenley has been working in the Hospitality Industry since after high school in 1987. His first job was a banquet waiter/busboy in the Banquets Department and Bernando's Restaurant inside the Hotel Galvez on Galveston Island, Texas on 21st Street and Seawall Bouvelard while attending college.**

**Currently, I am working for Brinker International, Inc. (NYSE: EAT). Brinker is a huge joint venture of restaurant chains developed by Norman Brinker like Romano's Macaroni Grill, Chili's, On the Border, Maggiano's Little Italy, and Rockfish Seafood Restaurants).**

**Currently, I work for Romano's Macaroni Grill as one of their Associate Operations Manager/College Relations Coordinator for several campuses in college recruiting for Brinker International, Inc. I handle recruiting at the University of Houston, Sam Houston State University, Texas A & M University, and the Art Institute of Houston-Culinary Arts Department. In Addition, I have a corporate position with Brinker Intl. I am also the Area Safety Manager which I oversee 6 Romano Macaroni Grills (3 in Houston-Willowbrook, Woodlands, and Westheimer, Shreveport, LA, Corpus Christi, Tx and El Paso, Tx).**

**In the past, I have worked for many hospitality companies, such as ARAMARK Corporation, Westside Tennis Club and Gallery Furniture, Taco**



**Cabana, Bennigans Grill and Tavern, Casa Ole Mexican Restaurants, Wyndham International, Marriott International, and Drury Hotels Corporation.**

**In Retrospect, I was the former Director of Food and Beverage/ Event Planner and Manager from 2003-2004 for Westside Tennis Club and Gallery Furniture, (owned by "Mattress Mac" of Gallery Furniture) where I helped put on major events, such as:**

**2004 Tennis Masters Cup**

**T-Mack's (Tracy McGrady's) "Welcome to Houston Rockets" Party**

**Steve Francis "Going to Orlando Magic" Party**

**Andre Agassi Birthday Party**

**George H. W. Bush's Private Celebration Party**

**Jim Nantz, CBS Sports Commentator Mother's Surprise Birthday Celebration Bash!!**

**Weddings**

**Corporate Events**

**Barmitzvahs**

**Wedding Anniversaries, etc.**