



## Introduction to Hospitality HOSP 201 \* CRN 32295 (3.0 Units) \* Spring 2012

### **Attention:**

**A mandatory on-campus orientation for this class that will be held on Wednesday, January 18, 2012 from 4:00 to 6:00 pm on the SLO campus, Room 4113. You must attend this meeting in order to retain your seat in the online course. (see below for additional dates.)**

### **Welcome to Distance Education at Cuesta College!**

My name is Teresa Beck, and I will be your instructor for the online version of **Introduction to Hospitality**.

The following information communicates some of the important details and requirements for this class. **Please - read it carefully.**

**Instructor:** Teresa Beck  
**Email:** [Teresa\\_beck@cuesta.edu](mailto:Teresa_beck@cuesta.edu)  
**Telephone:** (805) 528-7847  
**Office Hours:** See Syllabus  
**Campus Map:** <http://www.cuesta.edu/maps/map.htm>  
**Instruction begins:** January 17, 2012  
**Instruction ends:** May 18, 2012

### **Course Overview**

This course explores the world of lodging, food service, meeting planning, travel and tourism, gaming, sports management, revenue management principles and related businesses within the hospitality industry.

Cuesta College has a strong desire for all students to be successful in their educational endeavors. In an effort to assist, the following links provide a solid overview and resources for online learning –

<http://library.cuesta.edu/distance/index.htm> - *Introduction to Distance Education*

<http://library.cuesta.edu/distance/resource.htm> - *How to Survive in an Online Course*

<http://library.cuesta.edu/distance/who.htm> - Are you wondering how successful you may be at a distance education course? Please also complete the online *Self-Assessment*. If this survey does not describe you, then you may want to consider enrolling in the traditional classroom section.

Please be prepared to spend **6 hours per week** on coursework for this class.

## Online Communication

Most of our communication for this online class will be through writing. Please use the same respect and courtesy you would when speaking to a classmate or instructor in a face-to-face class. Please visit the following site and review *Netiquette* - a set of rules for behaving properly online

<http://www.albion.com/netiquette/corerules.html>

You must have access to a computer, an email account, and a reliable Internet connection. You must have a backup plan in case your Internet Provider and/or computer goes down. All of your assignments and tests will be sent to me via Blackboard. In order to succeed in this course, it is **essential** that you understand the basic concepts of email - web navigation - computer security, including firewalls – cookies - trusted sites - and online communication.

## Minimum Computer Requirements

- \_ Intel® Pentium® III / 1 gigahertz (GHz) processor or higher; 1 gigabyte (GB) of RAM
- \_ DVD drive
- \_ 15 GB of available hard disk space
- \_ 1024 by 768 monitor resolution (screen captures in this book were created using 1024 by 768 resolution; *screens with higher resolution may look different*. Sound Card
- \_ Reliable DSL or Cable (not dial-up modem) Internet Connection 6.0 or higher; Speakers or headset and computer mouse or compatible pointing device

**The required software for this course includes: Microsoft Office 2007 Professional Suite (includes Excel, Word, Outlook & Access) - Microsoft Windows Vista, XP (with SP2), or 2000 - Microsoft Internet Explorer 6 or higher - Java Runtime Environment and an email account.**

This course is taught using Blackboard. **Students will have access to the Blackboard class the Friday before the semester begins.** This is a Web-based tool used to facilitate teaching online classes. This platform provides the framework for the **HOSP 201** class including PowerPoint presentations, student data files, the tools to receive and send course materials, and a grade book. Using the communication tools - via the discussion board and/or chat rooms, you can communicate using email and share materials and ideas with other course participants.

## Required Text & Materials (Mandatory)

**Introduction to Hospitality 5<sup>th</sup> Edition, John R. Walker ISBN 0132481952**

**The text may be purchased from the Cuesta College Bookstore in person, or online at <http://bookstore.cuesta.org/>, or via phone at (805) 546-3206 between 8 a.m. to 6 p.m., Pacific Time.**

**This book comes with a student access code which enables the student to participate in a Hospitality Interactive program. If the book is acquired outside from another source outside the Cuesta book store there will be \$40.00 additional charge for the student access code.**

This book features mini-case studies, contributions from industry experts, profiles of corporations, profiles of hospitality professionals and a new student CD-ROM packed with resources to support readers' coursework and their career and a student access code to an online Hospitality Interactive program.

## Computer Software requirements

You will need to have the Office 2007 Software, here are some options: Software—Microsoft Windows and Microsoft Office 2007 Professional Suite (includes Excel, Word, Outlook & Access) may be purchased at a discount through <http://www.ultimatesteal.com/>, <http://www.journeyed.com/>, <http://collegesoftware.org/>. The Open Computer Labs on the SLO and NC campuses will have Office 2007.

The Office 2007 user interface is **completely** different from Office 2003. You will have an extremely difficult time completing the assignments using Office 2003 or any earlier version.

## Technical Requirements

I realize this is stating the obvious, but you must have access to a computer, an email account, and a reliable Internet connection. You must have a **backup plan** should your system or your Internet provider fail since technological problems not related to me or to Blackboard are your problem. Since you will email all of your assignments to your classmates and me via Blackboard's internal email system, it is **essential** that you understand the basic concepts of email; web navigation; computer security including firewalls, cookies, trusted sites; and online communication to succeed in this course.

It is strongly recommended that you obtain a flash drive to store your work and also investigate another location (e.g. another computer/flash, email) to save an additional copy of your files in case of mishap. There is a very useful page of information about distance education at Cuesta. You can find it [here](#). In particular, you will want to view the FAQ page which provides some assistance with the technical side of distance ed (for ex. suggested minimum system requirements, how to get technical assistance, etc).

## About Blackboard

This course is taught using Blackboard CE8. **Students will have access to the Blackboard class the Friday before the semester begins.** This is a Web-based tool used to facilitate teaching an online class. This platform provides the framework for the HOSP 201 class including PowerPoint presentations, student data files, the tools to receive and send course materials, and a grade book. Using the communication tools, you can communicate using e-mail, and you can share materials and ideas with other course participants via the discussion board or in chat rooms. You will be required to log on to the course site several times a week, so do not plan to work on this course only on the weekends. Also, I am able to contact you only via your Cuesta email prior to the start of the course, so please check your Cuesta email regularly in the week before school starts and the week that school starts for updates or questions.

**Once the course begins on the first day of, log on immediately and post your introduction in the discussion board. If I do not see your introduction posted there is no evidence of your having logged on by the second day of the semester, you “may be” dropped, and your space will be taken by someone else who is waiting to add the class. Also, review all of the materials at the course site and be ready to begin working on the class assignments in week one.**

In order to log on to your BB account, please follow these instructions:

1. Go to the Blackboard site at <http://blackboard.cuesta.edu/> using your Internet browser.
2. Click on the Log In link; a dialog box will appear.
3. Log in: Your login ID is firstname\_lastname. Your password, until you change it, is STUDENT.

4. If you are unsuccessful in your first attempt, try again, making sure you have followed instructions. For
5. login problems contact Lee McCrea at 546-3100 x 2802 or email:lmccrea@cuesta. or once logged in, you will see our course listed. Also, WebCT/Blackboard will ask you to do a check of several features (mentioned earlier). These might include a browser tune-up, enabling pop-ups and a java applet.

**Be sure to follow the steps and enable ALL of these, and any others it asks you to. Using the course site will be less frustrating if you follow these directions!!**

### **Disabled Students**

If you have a learning disability or physical challenge, you are entitled to any assistance you need to achieve your academic goals. Cuesta has an Assistive Technology Center at the San Luis Obispo campus that provides services and accommodations for students and consultation for instructors on campus.

If you or anyone you know would benefit from such a service, please call the Disabled Student Services Office in the High Tech Learning Center

3300 Building, First Floor

(805) 546-3148 Voice

(805) 546-3149 Voice/TDD

[dpsinfo@cuesta.edu](mailto:dpsinfo@cuesta.edu)

Please also contact me if you have suggestions for making this course more learning accessible for you.

If you are a student with a verified disability, please discuss your needs for accommodations with me.

**First week assignment and instructions: Please check your MyCuesta email account the Friday before the semester begins for important class information and additional first week assignments before the mandatory orientation. Purchase the course materials and bring them with you to the MANDATORY on-campus orientation.**

Please confirm that the information you provided to Cuesta College when you registered is current, especially your phone number, address, and an up-to-date email address. Most of you should have received a Cuesta email address .

If you have not, please contact Admissions and Records.

**BEGINNING THE FIRST DAY OF THE SEMESTER:** please go to <http://blackboard.cuesta.edu/> .

As a Cuesta student you have access to a 24/7 help desk for distance education, technology, and Blackboard issues. call (866) 247-5971.

### **Course Syllabus**

The course syllabus contains the schedule for all homework, chapter assignments, and test dates. The syllabus will be available on the Blackboard site at the beginning of the semester. The Blackboard address to access the HOSP 201 class and login instructions will be provided at the beginning of the semester (**login to Blackboard not available until the Friday before the semester starts**) and at the mandatory class session.

The syllabus will contain information so that you can contact me electronically and in person if you have the opportunity or desire to do so. The pacing of the course will closely match that of my traditional, face-to-face classes. The lectures will become available to you on a regular basis, one section at a time.

Depending on the particular section of the course, you will be able to access between one to three week's worth of new information at a time. Previously covered material, of course, will always be available to you. But for your benefit, as well as mine, I want to keep things moving at a manageable pace and keep everyone in the class at approximately the point. So, within each section of material you will be able to set your own pace to a great extent but the timing of moving from section to section will be set by me. In particular, those boundaries set by me are simply set by the hard dates for the quizzes and exams listed above. You will need to complete all necessary material by those dates in order to perform adequately in the course.

Please be prepared to spend **6 hours per week** on coursework for this class.

### **School Policy**

**Each student is required to follow all school guidelines and comply with all school deadlines including personal responsibility for adding and/or dropping this class.**

**Each student is responsible for obtaining updates or changes to the syllabus and/or assignments for the course.**

*If you have any additional questions prior to the first day of class, please feel free to e-mail me.*

*I look forward to meeting and working with you!*

**Teresa Beck**

**Adjunct Faculty**

**Hospitality, Business Education**

**Teresa\_beck@cuesta.edu**