HFT 3073 – Social Responsibility in the Hospitality Industry

PRE/CO REQUISITES:  N/A

CATALOG/COURSE DESCRIPTION:
This course examines hospitality companies’ social responsibility to their communities and planet. This course examines hospitality’s global companies and global issues that will affect their communities and business. This course also examines volunteerism from several perspectives from the early century to the present. It provides students with an opportunity to explore changes required in their communities and around the world and how the hospitality industry has been working to make a change. Students will then experience creating their own service-learning program in their local communities that will take place during the current semester. Service-learning program will include global topics such as environments, education, poverty, and more. This course major objective is to encourage critical thinking and practical experience with respect to the concepts of citizenship and social responsibility.

TEXTBOOKS:
Loeb, P.R. (2004). The Impossible Will Take a Little While. St. Martin’s Griffin, NY

RECOMMENDED READINGS
LEARNING OBJECTIVES:

The objectives of this course are:

1. To examine the role of the hospitality industry in creating solutions to community needs worldwide.
2. To explore motivations for volunteering and community engagement as an individual and company.
3. To develop a self-appreciation for social and civic responsibility.
4. To discover and strengthen skills in self-knowledge, leadership competencies, and active citizenship.
5. To acquire beginning level skills in project management, conflict resolution and critical thinking while working in a high diverse society.

LEARNING OUTCOMES

At the end of the course, students will be able to:

1. Examine the impacts, trends, and issues on different communities and countries that volunteerism has on them.
2. Demonstrate ability to work in teams to identify, develop, and execute a community engagement project.
3. Gain personal perspective of community problems and self-knowledge of their responsibility to develop solutions.
4. Complete online blog requirements, which demonstrate personal learning, values, acquired leadership skills, and critical thinking.
5. Demonstrate ability to assess community need by using the social change leadership model and ability to create solutions.
6. Challenge assumptions, biases, and prejudices on global issues regarding service.
7. Work on actual local/global problems in the community with a minimum of 30 hours of service directed toward effecting social change.
8. Demonstrate the ability to develop a reorientation plan to implement this plan in another country with a similar issue.

GLOBAL LEARNING OUTCOMES
Global Awareness

Students will be able to demonstrate knowledge of the impact the hospitality industry has on the local and global communities within which it functions, and, in turn, how local and global issues impact the hospitality industry.

Global Perspective

Students will be able to conduct an analysis of the global nature of the selected global issues, such as education and poverty, identify an organization dedicated to solving one of the selected global issues, and design a program to assist the organization with the solution.

Global Engagement

Students will be able to implement the designed program into the selected organization, evaluate the program’s effect on the global issue, recommend improvements to the program to produce better results and understand their individual civic responsibility to solving the issue as an individual working in the hospitality industry.

COURSE EXPECTATIONS:

• Students are expected to sign into the online learning environment at least three days throughout the seven day week.
• Students will be assigned activities within each module and are expected to complete the activities prior to beginning the assessments placed throughout the semester. Students are expected to begin, complete and submit all course work during the week that it is assigned and due. Submitting assignments early is strongly discouraged.
• Students will be expected to participate in a discussion forum each week in response to questions posed about articles, videos, etc. posted in the online learning community each week. The grading policies and expectations for the discussions forum posts are posted in the Discussion Forum section under the Course Activities Section.
• Students will be expected to submit each assessment for Professor Review prior to the deadline posted with each assessment. Any assessments submitted after the deadline will not be accepted and students will receive an automatic zero for any late work or work not submitted.
• Students are expected to participate in a minimum of 18 hours of community service (2 hours per week) over the course of the semester and to submit weekly journals responding to prompts about the community service work. As a group, you will have a choice as to your community service project. Any work completed (example: group meetings, community service event, conference calls, etc) will not be counted towards the 18 hours of service. The 18 hours of service must be done in parallel with the issue or organization that you are working with for your project. Services hours must be documented and submitted no later than assigned date. Failure to submit service hour documentation will result in a failing grade for the reflection blog assessment.
• Each group will be expected to submit a project proposal during the 5th week of the semester which outlines the team’s action plan (objectives and plan). During the last week of the semester, each team will submit a final report and presentation based on the community service project and the team’s accomplishments and learning experiences.
• Students will be expected to submit all dropbox assignments in the following format:
  • .pdf, .doc, .docx, .xls, .xlsx formats ONLY
  • 12-point, Times New Roman Font
  • Double Spaced
  • Title Page with Title, Author’s Name, Course Number and Section, Date
  • Running Header with Title
  • Running Footer with Page Numbers
  • 1-inch margins
  • Document Title: Student Last Name_Student First Name_Assignment or Group Number_Assignment (eg., Corrado_Shena_Reflection Paper.doc or Group5_Project Proposal.pdf)
• Students will be expected to submit all email communication in proper email format and with the following subject line:
  • HFT3073, Student First and Last Name, Subject of Email
• I, the Professor, am expected to log into the online community at least three of the seven days per week. I will not be expected to respond to all blogs and discussion posts, but I will respond as I see fit. I am expected to be available for live chat by appointment, through email only. I am expected to respond to all email communication within 48 hours of receiving the emails unless my initial response says otherwise with stated reason.

ASSIGNMENTS AND GRADING CRITERIA:

Participation – 95 points
Exam – 10 points
Hospitality Case Study – 15 points
*The Impossible Will Take a Little While* Paper – 10 points
Project Proposal – 15 points
Final Project Report and Presentation – 25 points
Reflection Paper – 10 points
Individual Reflective Journal – 20 points

GRADING SCALE

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>190 – 200 points</td>
</tr>
<tr>
<td>A-</td>
<td>180 – 189 points</td>
</tr>
<tr>
<td>C</td>
<td>148 – 153 points</td>
</tr>
<tr>
<td>C-</td>
<td>140 – 147 points</td>
</tr>
</tbody>
</table>
Assignments submitted after the deadline will not be accepted! All deadlines posted are in EDT/EST.

**COURSE ASSESSMENTS**

**Participation – 95 points**

- Students will be required to read articles, view videos and participate in additional engagement activities each week pertaining to the weekly material.
- Students are expected to submit the assignments in the instructed manner and after submitting complete any follow-up assignments.
- In the event that a discussion board post is required for an assignment, students are expected to submit an initial discussion post at least 2 days prior to the deadline posted on the schedule to receive full credit for timeliness. Students are expected to read the discussion posts submitted by classmates and write a response to at least two classmate posts (a minimum of 50 words per response). Students will be scored according to the Discussion Board Rubric found in the Rubric section.

**Textbook Exam – 10 points**

- Students will be expected to read the required textbook readings and complete the corresponding online activities associated with each reading.
- An online multiple choice/short answer exam will be administered and the exam must be completed by the posted deadline. The exam will no longer be available after that date and time.

**Hospitality Case Study (3 pages) – 15 points**

- Students will be required to research a hospitality company’s or corporation’s CSR Report, but are not to select a company in which we discuss and analyze the CSR Report together in the module.
- A three-page paper will be submitted about their company of choice and the history and current projects they take part in.
- The following should be addressed in the paper:
  1. A brief history of the company and the current sector in which they conduct business should be described.
  2. Discuss the current methods in which the company engages in Social Responsibility on a global scale and any plans for the future.
3. Analyze the methods and explain what is done well, what the company could be doing better and whether they are leading or lagging in the Social Responsibility movement for the Hospitality Industry.

4. Discuss a global issue in which you believe the company should have a role, but currently does not and explain why and how they should get involved in solving the global issue.

- Students will be scored according to the Case Study Rubric found in the Rubric section.

**The Impossible Will Take a Little While Paper (5 pages) – 10 points**

- Students will be required to prepare a paper on the common reading book (The Impossible Will Take a Little While). Each student will select one chapter from each of the nine sections (nine chapters in total) and write a response to their readings no less than 5 pages. The student will include the following content in their paper:
  1. Brief introduction of the different chapters and the common underlying theme in all.
  2. Explain how the common theme can be applied to a current global issue.
  3. Analyze the role that Social Responsibility has on controlling the global issue.
  4. Describe the role that the Hospitality Industry will play in solving the global issue.

**Project Proposal (8 - 10 pages) – 15 points**

- Each student will select their group (up to 5 people) and each group will be expected to select the organization and global issue they wish to research. Each group will create a Social Responsibility/Service Learning project that will be created and implemented in the course of the semester.
- Please select from the following global issues and sign up on Blackboard with your group names in the corresponding subject area. The spots are on a first come/first serve basis. Once the spot has been filled, another group can no longer select that same project topic.
  - Illiteracy
  - Hunger
  - Disaster Relief
  - Global Warming
  - Poverty
  - Human/Civil Rights
- Groups are to select one of the aforementioned global issues and then select an organization that aims to combat the global issues. For example, select Disaster Relief and then select the American Red Cross. Contact the American Red Cross and explain your project and ask if you can involve their organization. Your aim is to assist them with an aspect of Disaster Relief. For example, the American Red Cross needs help recruiting volunteers to assist with Disaster Relief. Your project must then be designed to recruit volunteers to aid with Disaster Relief. Or, perhaps the American Red Cross needs assistance fundraising for Disaster Relief. Your project must then be designed to assist with fundraising for disaster relief. The important part is to design your project around the organization’s needs...
pertaining to the selected global issue and your group must get the approval of the organization before proceeding with the project. A letter of support from the organization must be presented with the project proposal.

- Each group member will then complete their service hours with the same organization (in this case the American Red Cross) and at least half (9 hours) of your service hours must be completed in direct correlation with your service project. For example, if you select Disaster Relief and the American Red Cross and your project focuses on recruiting volunteers, each group member must complete 9 hours of volunteer recruitment. The remaining 9 hours can be completed in any area with the American Red Cross.

- **No group can use the same organization so each group must email me their proposed global issue and selected organization before contacting the organization. No group can use the listed example (Disaster Relief and the American Red Cross).**

- Project Proposals are to be completed by posted deadline.

- One written Project Proposal per group must be submitted with the names of all active group members by the posted deadline using the following guidelines:
  1. Description of Project
  2. Mission Statement of the Project (Group Vision Statement)
  3. Rationale (Why you chose this project?)
  4. Background Information on Agency/Program
  5. Background Information on Issue (Research)
  6. Benefits to the community and/or agency and to yourselves
  7. Goals/Objectives/Action Strategies
  8. Time Line
  9. Discussion of how the Hospitality Industry can play a role in this specific project
  10. Conclusion
  11. Letter of organization support.

- Groups will be scored according to the Project Proposal Rubric found in the Rubric section.

**Final Project (10 - 12 pages) – 25 points**

- All projects are to be completed by posted deadline.

- One written final paper per group must be submitted with the names of all active group members no later than the posted deadline using the following guidelines:
  1. Brief recap of the Project Proposal
  2. Describe the steps and tasks followed by your group
  3. Summary of Group Accomplishments and Learning
  4. List and briefly explain any unexpected outcomes
  5. Discuss what you would do differently if implementing this project again
  6. Discuss how the hospitality industry could be involved to implement this project in another country with the same issue. Use an actual country or city in another country as an example.
7. Letter of community-agency support
8. Final presentation of group’s service learning experience.
   • Groups will be scored according to the Final Project Rubric found in the Rubric section.

**Reflection Paper (3 pages) – 10 points**

- Students will be expected to take part in several activities throughout the course of the semester revealing the individual students leadership, management, personal growth, communication, etc. styles.
- Students are expected to submit a 3 page paper responding to the following prompts:
  1. What was your group trying to accomplish? Why?
  2. In taking the actions that you did, was the focus on symptoms or underlying causes?
  3. Was the focus appropriate to the situation? How might your group focus more on underlying causes in the future? What trade-offs will be associated with doing so?
  4. What roles did each person/group/organization involved in the situation play and why? What alternative roles could each have played? Did your group/other groups or organizations act unilaterally or collaboratively and why? Should we/they have worked with others in a different way?
  5. In what ways did the differences in power and privilege emerge in this experience? What are the sources of power and privilege in this situation? Who benefits and is harmed? How might any inappropriate dependencies be eliminated?
  6. How did leadership emerge in this situation, on our/others part?
  7. What is in the interest of the common good in this situation? In what ways is the group good linked to and/or contrary to the common good? What trade-offs between them are involved?
  8. In what way did any other trade-offs (long-term/short-term, justice/efficiency, etc.) emerge in this situation? Who made the trade-offs? Were the trade-offs made appropriate or inappropriate and why?
  9. How does this experience help me to better understand my partner organization’s vision, mission, and strategies? What does it reveal about the relationship between the organization and those it serves? What does it suggest about how this relationship might be improved?
- Students will be scored according to the Reflection Rubric found in the Rubric section.

**Individual Reflective Journal (minimum 500 words per entry) – 20 points**

- Beginning the week following the submission of the Project Proposal Draft, each student must engage in at least two hours of service within the chosen organization each week; a total of eighteen hours of service.
- Each week the student will be required to reflect on their service via a journal (minimum of 500 words per entry). The prompts for the journal will change each week and can be found in the journal section of the online learning community.
- Journals will not be accepted without submission of service learning documentation. An example of how to submit the service learning documentation will be provided for you. Service Learning documentation must be submitted during the last week of the class. Any
journals submitted without the documentation will automatically receive a failing grade. **No student can pass the class with a failing Reflective Journal grade.**

- Students will be scored based on the Reflective Journal Rubric found in the Rubric section.

**TENTATIVE COURSE OUTLINE:**

**Topics and assignments are subject to change**

<table>
<thead>
<tr>
<th>DATE</th>
<th>MODULE/TOPIC</th>
<th>ASSIGNMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MODULE 1</td>
<td>Syllabus</td>
<td>1. Class Introductions Discussion Board</td>
</tr>
<tr>
<td>8/22 – 8/28</td>
<td>Class Introductions Definitions</td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>Weekly Challenge</em></td>
<td></td>
</tr>
<tr>
<td>MODULE 2</td>
<td>Corporate Cause Promotions</td>
<td>1. Bonus Intro Quiz (Syllabus and Class Intro)</td>
</tr>
<tr>
<td>8/29 – 9/4</td>
<td><em>Weekly Challenge</em></td>
<td>2. Read Chapter 3 of Kotler</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. Corporate Cause Promotion Chart/Discussion Board</td>
</tr>
<tr>
<td>MODULE 3</td>
<td>Cause-Related Marketing</td>
<td>1. Read Chapter 4 of Kotler</td>
</tr>
<tr>
<td>9/5 – 9/11</td>
<td>Mission Statements, Goals, Objectives, Strategies</td>
<td>2. Cause Related Marketing Chart/Social Media/Discussion Board</td>
</tr>
<tr>
<td></td>
<td><em>Weekly Challenge</em></td>
<td>3. Letter to Self</td>
</tr>
<tr>
<td>MODULE 4</td>
<td>Corporate Social Marketing</td>
<td>1. Read Chapter 5 of Kotler</td>
</tr>
<tr>
<td>9/12 – 9/18</td>
<td>Success/Achievements</td>
<td>2. Social Marketing Campaign</td>
</tr>
<tr>
<td></td>
<td><em>Weekly Challenge</em></td>
<td>3. Letter to Self</td>
</tr>
<tr>
<td>MODULE 5</td>
<td>Work on Project Proposal</td>
<td>1. Project Proposal Draft</td>
</tr>
<tr>
<td>9/19 – 9/25</td>
<td><em>Weekly Challenge</em></td>
<td></td>
</tr>
<tr>
<td>MODULE 6</td>
<td>Corporate Philanthropy</td>
<td>1. Read Chapter 6 of Kotler</td>
</tr>
<tr>
<td>9/26 – 10/2</td>
<td><em>Weekly Challenge</em></td>
<td>2. Corporate Philanthropy/Discussion Board</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. Project Proposal Final</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4. 2 Hours of Service/Reflective Journal</td>
</tr>
<tr>
<td>MODULE 7</td>
<td>Community Volunteering</td>
<td>1. Read Chapter 7 of Kotler</td>
</tr>
<tr>
<td>10/3 – 10/9</td>
<td><em>Weekly Challenge</em></td>
<td>2. Community Volunteering Worksheet/Discussion Board</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. 2 Hours of Service/Reflective Journal</td>
</tr>
<tr>
<td>MODULE 8</td>
<td>Socially Responsible Business Practices</td>
<td>1. Read Chapter 8 of Kotler</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. Carbon Footprint Calculator</td>
</tr>
</tbody>
</table>
MODULE 9
10/17 – 10/23
Management of Differences
Weekly Challenge
1. Management of Differences Activity/Discussion Board
2. Kotler Book Exam
3. 2 Hours of Service/Reflective Journal
4. 2 Hours of Service/Reflective Journal

MODULE 10
10/24 – 10/30
Viewpoints of Social Responsibility
Active Citizen Continuum
Weekly Challenge
1. Social Responsibility Viewpoints Cases/Discussion Board
2. 2 Hours of Service/Reflective Journal

MODULE 11
10/31 – 11/6
Best Practices in Hospitality Industry
Weekly Challenge
1. Review CSR Reports and Compile List of Top 10 Best Practices for Hospitality Industry
2. Case Study
3. 2 Hours of Service/Reflective Journal

MODULE 12
11/7 – 11/13
Simulation of Executive Decision (Using Online Adobe Tools)
Weekly Challenge
1. 2 Hours of Service/Reflective Journal
2. Simulation Exercise/Blog

MODULE 13
11/14 – 11/20
Team Assessment
Weekly Challenge
1. 2 Hours of Service/Reflective Journal
2. Team Assessment Activity
3. The Impossible Will Take a Little While Paper

MODULE 14
11/28 – 12/4
Work on Final Project
Weekly Challenge
1. 2 Hours of Service/Reflection Paper

MODULE 15
12/5 – 12/10
Final Projects
1. Final Projects

Course Introduction
Social Responsibility – CSR vs. CSR, Importance of Civic/Individual Responsibility, Achieve better results when we are at our highest potential, exhausting position/challenge, learning about different CSR methods, learning about ourselves so we can move forward accordingly and achieve best results, be most efficient. – This is a video of myself talking about the class and what to expect.

MODULE 1
Class Introductions (3 pts)
Respond to the following prompts on the discussion board and follow the guidelines of the discussion board assignment and rubric.
1. Name
2. Background about yourself
3. Major
4. Why did you choose that area of study?
5. What career do you hope to have when you graduate?
6. What cause are you passionate about? (example: childhood hunger) And why?
7. Why are you taking this class? What do you hope to learn and take away from this class?

Reply to two other classmates to ask them one additional question not on this list. Respond to any classmates that ask you additional questions.

Definitions
Service-Learning – Service-learning is a “course-based, credit-bearing educational experience in which students (a) participate in an organized service activity that meets identified community needs and (b) reflect on the service activity in such a way as to gain further understanding of course content, a broader appreciation of the discipline, and an enhanced sense of personal values and civic responsibility.”

Global Citizenship – “Willingness to apply knowledge of interrelated issues, trends, and systems and multi-perspective analytical skills to local, global, international, and intercultural problem solving.”
~ Florida International University

Global Learning – “The process by which students are prepared to fulfill their civic responsibilities in a diverse and interconnected world”
~ AAC&U (Hovland 2006)

Corporate Social Responsibility (CSR) – A commitment to improve community well-being through discretionary business practices and contributions of corporate resources.

Weekly Challenge (optional – no points attached)
Each week, I will present you with a weekly challenge to aid in your character development. The weekly challenges are optional, but strongly encouraged. There will be an ongoing conversation on twitter in regards to the weekly challenges. I strongly encourage each of you to create a twitter handle and join the conversation using the #HFT3073 hashtag. For those of you who already have twitter, I welcome each of you to the conversation. I will be participating under the twitter handle @shenacorrado. If you have questions about how to use twitter, etc. please visit Twitter.com.
Weekly Challenge #1: Recycle 10 items you would normally throw away.

MODULE 2

Bonus Intro Quiz (1 bonus point per correct question)
Complete the multiple-choice/short answer quiz covering the Syllabus and Class Introductions. The score you receive will count as bonus. You will not be penalized if you choose not to take the quiz.

**Corporate Cause Promotion Worksheet and Discussion Board (10 points – Discussion Board Rubric)**
1. Using the Corporate Cause Promotion Worksheet and what you read in the textbook as an example, research an existing hospitality company and complete the Corporate Cause Promotion Worksheet. Please fill in each section thoroughly with supporting arguments/reasons. Save the file as follows: LastName_FirstName_CorporateCausePromotion (Example: Corrado_Shena_CorporateCausePromotion.xls). Files must be saved in Excel or PDF formats only.
2. Post your Corporate Cause Promotion Worksheet to the discussion board.
3. Review a classmate’s Worksheet (not one that is the same company as your worksheet) and respond with the following feedback:
   a. Do you agree or disagree with the reasoning that your classmate determined for the researched company? Why or why not?

**Weekly Challenge #2 (optional – no points attached)**
Limit your showers this week to 5 minutes.

**MODULE 3**

**Social Media/Marketing Video**
Watch the following video:

http://youtu.be/6ILQrUrEWe8
<iframe width="560" height="349" src="http://www.youtube.com/embed/6ILQrUrEWe8" frameborder="0" allowfullscreen></iframe>

**Cause Related Marketing Worksheet and Discussion Board (10 points – Discussion Board Rubric)**
1. Using the Cause Related Marketing Worksheet, what you read in the textbook and the posted video, create your own Cause Related Marketing Campaign. Please fill in each section thoroughly with supporting arguments/reasons for why you made each decision. Save the file as follows: LastName_FirstName_CauseRelatedMarketing (Example: Corrado_Shena_CauseRelatedMarketing.xls). Files must be saved in Excel or PDF formats only.
2. Read the *Cause Related Marketing _ Cone Research* pdf and then provide an outline and brief explanation on the discussion board of how the hypothetical company you selected in #1 can/should utilize Social Media to promote the Cause.
3. Provide feedback for two classmates’ Cause Related Marketing and Social Media Plan.

**Weekly Challenge #3 (optional – no points attached)**
Hold the door for the person behind you.
Social Marketing Campaign Worksheet and Discussion Board (10 points – Discussion Board Rubric)

Using the Social Marketing Campaign Worksheet and what you read in the textbook as an example, create your own Social Marketing Campaign. First, select a universal behavior that you wish to change about yourself. For example, if you are a smoker, then select smoking cessation as the desired behavior. Or, perhaps you never wear your seatbelt and you could select buckling your seat belt as the desired behavior. Make sure to pick a behavior that you would like to change about yourself that is universal in nature and pertains to other individuals as well as yourself. Then, pick a hospitality company and complete the worksheet, filling in each section thoroughly and providing sound reasoning for each of your responses. Save the file as follows: LastName_FirstName_SocialMarketingCampaign (Example: Corrado_Shena_SocialMarketingCampaign.pdf). Files must be saved in Excel or PDF formats only.

1. Post your Social Marketing Campaign Worksheet to the discussion board.
2. Review a classmate’s Worksheet and provide feedback/questions.

Success/Achievements (4 points)
Bradberry states in Chapter 1 of Emotional Intelligence 2.0, “people with the highest levels of intelligence (IQ) outperform those with average IQ’s just 20 percent of the time, while people with average IQ’s outperform those with high IQ’s 70 percent of the time.” He then goes on to say that “EQ [Emotional Intelligence] is the foundation for a host of critical skills” such as decision making, change tolerance, time management, stress tolerance, etc., therefore having a large effect on your professional success. Throughout this course, you will learn, through different activities your different management styles, leadership styles, etc., and explore methods for improving or fine tuning those styles. To kick start this journey, you will begin by writing a letter to your current self from your future self. Now, this may sound confusing, but I want you to write a letter from your future self (1 year from now) to your current self and describe everything you have accomplished. Think about what you want to accomplish throughout this next year and write to your current self as if you have already accomplished everything. Use the letter below as an example.

Dear Current Shena,

Wow! What a year is has been. I am really happy that you decided to take the Social Responsibility Course last Fall because the methods and information you learned really helped you for this past year. Remember when you met with Jay to discuss creating an organization aimed at raising funds for natural disasters? Well, pat yourself on the back because you finally got everything approved and you successfully planned and managed your first fundraising event. It was held at the South Campus and consisted of a Dance-a-thon. You had teams of four enter the contest and each contestant had to get sponsors for each hour that they danced. For example, one dancer could have ten sponsors each pledging a different amount per hour. Then, the team each danced for 24 hours and the team that raised the most money at the end won a gift certificate for a local massage establishment. You had 25 teams for the first ever Dance-a-thon and were able to raise over $10,000 to donate to the Red Cross Agency, which also sponsored the event. It was probably one of the most challenging moments of your life, but to see those final results made it all worth the stress. You also met a really nice and cute guy at the event and he asked for your phone number and took you out to the local fair. He is the sweetest guy, very supportive, tall and always makes you laugh and smile. You have been going strong for three months now and boy do I hope it lasts!
All in all, this has been quite a year. You should be proud of yourself for everything that you have accomplished and don ’ t fret those things that you didn ’ t quite complete. There is always next year and now that you are more aware of your EQ, you can use your newly developed skills to complete the task in year two. Keep up the good work.

Yours loyally,

Future Shena

scorrado@fiu.edu

123 Fourth Street
North Miami, FL 33181

Please elaborate and write about anything that you are hoping to accomplish in this coming year. It is important that you write as if you have already accomplished the task and describe the journey, experience and emotions in full detail. The more detailed and visual, the more support you have to reach your goals.

Save your letters as LastName_FirstName_LettertoSelf in either .doc or .pdf format and write both your email address and address (whether your current or a more permanent one) because in one year, I will be mailing these letters back to you so you can read them and become inspired all over again.

Weekly Challenge #4 (optional – no points attached)
Eat a completely vegan meal.

MODULE 5

Work in Groups
Use this week to put any final touches on your paper and prepare your final project paper/presentation.

Project Proposal Draft (15 points – Project Proposal Rubric)
Submit your project proposal draft (one per group) in .doc format only by the posted deadline! Please save it as the following: GroupNumber_ProjectProposal_Draft.doc. I will read your proposals, make comments/suggestions over the weekend and return them to you to review and revise. You will be graded on your draft, however, upon revision and resubmission, your score can change. Project proposal finals must be submitted by the posted deadline.

Weekly Challenge #5 (optional – no points attached)
Say please and thank you.

**MODULE 6**

*Corporate Philanthropy and Discussion Board (10 points – Discussion Board Rubric)*

Watch the following video:

http://youtu.be/x4RQNsjfQnY
<iframe width="560" height="349" src="http://www.youtube.com/embed/x4RQNsjfQnY" frameborder="0" allowfullscreen></iframe>

Please respond to the following prompts regarding Corporate Philanthropy.

1. Why is Corporate Philanthropy the most common type of CSR?
2. Provide an example of a method in which a company can combine Corporate Philanthropy with another CSR method to create more strategic alignment with the company vision and mission.
3. After viewing the video, provide some methods that you think managers and corporations can utilize to overcome the brand loyalty bias.

*Project Proposal Final (15 points – revised points from Project Proposal Draft – Project Proposal Rubric)*

Submit your project proposal draft (one per group) in .doc format only by the posted deadline! Please save it as the following: GroupNumber_ProjectProposal_Draft.doc. I will read your proposals, make comments/suggestions over the weekend and return them to you to review and revise. You will be graded on your draft, however, upon revision and resubmission, your score can change. Project proposal finals must be submitted by the posted deadline.

*Service Hours/Reflective Blog (20 points – Reflective Journal Rubric)*

You are expected to participate in a minimum of 18 hours of community service (2 hours per week) beginning this week and continuing over the course of the semester and to submit weekly blogs responding to prompts about the community service work. As a group, you will have a choice as to your community service project. Any work completed (example: group meetings, community service event, conference calls, etc) will not be counted towards the 18 hours of service. The 18 hours of service must be done in parallel with the issue or organization that you are working with for your project. Services hours must be documented and submitted no later than the posted deadline. Failure to submit service hour documentation will result in a failing grade for the reflection blog assessment.

Respond to the following prompts:

1. Briefly describe your participation/activity this week.
2. What are your most looking forward to with your continued service? How will you ensure that this is achieved?
3. What challenges do you anticipate with your continued service? How will you approach and overcome these challenges?

*Weekly Challenge #6 (optional – no points attached)*
Contact an old friend to catch up.

**MODULE 7**

*Community Volunteering Worksheet and Discussion Board (10 points – Discussion Board Rubric)*

1. Using the Community Volunteering Worksheet and what you read in the textbook as an example, create your own Community Volunteering Plan for the employees of your hypothetical hospitality company. Save the file as follows: LastName_FirstName_CommunityVolunteeringPlanWorksheet (Example: Corrado_Shena_CommunityVolunteeringPlanWorksheet.xls). Files must be saved in Excel or PDF formats only.
2. Provide feedback, constructive criticism and/or constructive praise for two of your classmates’ Worksheets.

*Service Hours/Reflective Blog (20 points – Reflective Journal Rubric)*

Respond to the following prompts:

1. Briefly describe your participation/activity this week.
2. What did you learn through this week’s interaction?
3. How can a hospitality company incorporate your service into their corporate social responsibility plan?

*Weekly Challenge #7 (optional – no points attached)*

Pick up a piece of trash on the ground and throw it away or recycle it.

**MODULE 8**

*Socially Responsible Business Practices and Discussion Board (10 points – Discussion Board Rubric)*

Please respond to the following prompts on the discussion board regarding Socially Responsible Business Practices.

1. View the Florida Green Lodging Program Information.
2. Select one of the properties designated as a member of the Florida Green Lodging Program (can be found on the website).
3. Summarize the efforts and best practices the property has in place that allow the property to maintain membership in the Florida Green Lodging Program.
4. Select one of the efforts and discuss a method in which the hotel can improve this effort or create an additional method that will add to the best practices of this property.

*Carbon Footprint Calculator (no points attached)*

Watch the following video:

http://youtu.be/B5NiTN0chj0

<iframe width="560" height="349" src="http://www.youtube.com/embed/B5NiTN0chj0" frameborder="0" allowfullscreen"></iframe>
Then, just for fun, measure your carbon footprint at [http://www.carbonfootprint.com/calculator.aspx](http://www.carbonfootprint.com/calculator.aspx). Post your score in the discussion post to see how you measure up to the rest of your classmates.

**Service Hours/Reflective Blog (20 points – Reflective Journal Rubric)**

Respond to the following prompts:
1. Briefly describe your participation/activity this week.
2. Has this service participation started to change your attitude and outlook in any way? If yes, explain how and your reaction. If no, why not and how can you change your behavior within these activities to create a bigger impact on your attitude and outlook?
3. Have you encountered a moment in your service where your management style has impacted your reaction to a conflict? If yes, please explain.

**Weekly Challenge #8 (optional – no points attached)**

Donate something to an organization (example: Goodwill)

**MODULE 9**

**Management of Differences (no points attached)**

Conflict Resolution Model
According to the Conflict Resolution Model found in The Five Dysfunctions of a Team respond to the following prompts in your team’s discussion forum:

1. As a team, choose an issue that the team has wrestled with recently – one that was (or continues to be) particularly difficult to resolve. The more difficult and complicated the issue, the better.
2. Each member should review prior discussions about the issue and analyze them according to the Conflict Resolution Model, looking for as many as possible of the different obstacles that were present during discussions.
3. Compare each team member’s answers, discussing the impact that various obstacles had on the decision-making process.
4. Discuss how to address these obstacles in the future (or immediately if the example issue remains unresolved) to improve the way the team engages in conflict and makes decisions.
5. This is to be done as a chat session. Pick a date and time that works for each group member and discuss the aforementioned prompts.


Corporate Social Responsibility Textbook Exam (10 points)
Please complete the multiple choice/short answer exam by posted deadline.

Service Hours/Reflective Blog (20 points – Reflective Journal Rubric)
1. Briefly describe your participation/activity this week.
2. How has the issue identified in your Management of Differences Activity impacted your Service Work?
3. What are some methods in which you can overcome the issue or make the impact a positive one?

Weekly Challenge #9 (optional – no points attached)
Tell someone that you love him/her.

MODULE 10

Social Responsibility View Points and Discussion Board (10 points – Discussion Board Rubric)
Read The Case Against Corporate Social Responsibility and The Case For Corporate Social Responsibility. After reading, respond to the following prompts.
1. Compare and contrast the two different arguments giving specific examples of differences and similarities.
2. Reflect upon the different arguments and discuss which argument you tend to agree with more.
3. Explain why you support one viewpoint over the other and provide at least one additional supporting argument for that viewpoint not mentioned in the article.

Active Citizen Continuum (no points attached)
Over the length of this course, you will take a journey from one of a member of a community, simply put – a citizen, to an active member of the community, an active citizen. The idea of the Active Citizen Continuum is one of travel and movement that takes us from Members to Active Citizens, where we hopefully stay and make a difference in the present and the future.

**Members**
All individuals have the right to be a member of a community. This is the most simple designation of a community that one can achieve and can be received by something as simple as birth in a certain area or being born of a certain race. We rarely have to do anything to be considered a member and do not have to exhibit any participation in solving social issues to reach this level.

**Volunteer**
The idea behind the Active Citizen Continuum is that at some point, we will all be exposed to an event, an idea, an individual, etc. that will motivate us to get involved and seek a higher level or participation. Once we are exposed to the social issues through the event, idea, individual, etc. and have developed a desire to be involved, we travel to the Volunteer level of the Continuum. At this level, we want to participate, but we still lack the education or understanding necessary to engage in an active role to solve social problems.
Conscientious Citizen
To reach this level, we not only have an exposure to the social issues, but we start to ask ourselves and others why and how. We begin to develop an understanding of the social issues that surround our community and become more educated about our role in solving the social issue.

Active Citizen
It is at this final level that we achieve maximum involvement in our community and the social issues within that community. After becoming aware of the social issues and our role, we start to take action to solve the social issues. We evaluate our roles and reflect on our actions and their impact on the social issue. We make our community and the issues a priority in our life and our values and our decisions and choices change to mimic our role with the social issues.

Service Hours/Reflective Blog (20 points – Reflective Journal Rubric)
1. Briefly describe your participation/activity.
2. Using the Active Citizen Continuum as a guide, please describe where you fall in regards to your role with the social issue you have chosen to address. Explain why you are that level and what exposures/activities you will engage in to reach the next level.
3. Please be honest with your answer. Higher credit will not be given based on Continuum level.

Weekly Challenge #10 (optional – no points attached)
Give a gift to or assist an old friend you have lost touch with over the years.

MODULE 11

Best Practices in the Hospitality Industry (4 points)
Review the different CSR Reports posted and do some research of your own in current news mediums. Based on your readings and findings, compile a list of what you think are the top ten best practices in the hospitality industry (in order from 1 to 10). Best practices are those actions and initiatives every hospitality company should be engaging in. Post these top ten practices to the discussion board.

Marriott CSR Report
Carnival Corporation CSR Report
AirFrance/KLM CSR Report
McDonald’s CSR Report
http://www.benjerry.com/company/sear/

Hospitality Case Study (3 pages - 15 points – Case Study Rubric)
Students will be required to research a hospitality company’s or corporation’s CSR Report, but are not to select a company in which we discuss and analyze the CSR Report together in the module. A three-page paper will be submitted about their company of choice and the history and current projects they take part in. The following should be addressed in the paper:

1. A brief history of the company and the current sector in which they conduct business should be described.
2. Discuss the current methods in which the company engages in Social Responsibility on a global scale and any plans for the future.
3. Analyze the methods and explain what is done well, what the company could be doing better and whether they are leading or lagging in the Social Responsibility movement for the Hospitality Industry.
4. Discuss a global issue you believe the company should have a role, but currently does not and explain why and how they should get involved in solving the global issue.

Service Hours/Reflective Blog (20 points – Reflective Journal Rubric)

1. Briefly describe your participation/activity.
2. Elaborate on how your service participation can be included in one of the CSR reports reviewed. You can either select an area that is already active in the CSR Report or create your own.
3. How can you incorporate the Community Volunteering plan you previously created into the CSR reports shown.

Weekly Challenge #11 (optional – no points attached)
Take the bus, walk or ride your bicycle instead of your car at least one time.

MODULE 12

Simulation Activity (10 points – Discussion Board Rubric)
Using Adobe Tools, engage in a simulation of executive decisions as if you were the Director of Social Responsibility for a hospitality corporation. Start by selecting the field in which you would like to work (Food and Beverage, Hotels, Casinos, Cruises, Airlines, Events, etc.), then follow the prompts and the story line until you reach the end. Once complete, reflect on your journey in the discussion board responding to the following prompts:

1. How well did you do in the simulation? Did you succeed in successfully creating and implementing a social responsibility program for your corporation?
2. What obstacles did you face? Were these obstacles expected or unexpected? How did you overcome these obstacles?
3. What were the outcomes of your decisions along the way? Were any of these outcomes unexpected? If so, which ones and why were they unexpected?
4. What kind of an emotional reaction did you have to being in the driver’s seat for the social responsibility program? Were you nervous about making decisions? Excited? Cautious? Etc? Explain.
5. After completing this simulation and this course, is Director of Social Responsibility or a similar position one that you desire within your career path? Why or why not?

Service Hours/Reflective Blog (20 points – Reflective Journal Rubric)
1. Complete the following prompts in regards to your service learning this week:
   a. This week I learned that…
   b. I learned this when…
   c. This learning matters because…
   d. In light of this learning I will (specific goals for future action)…

Weekly Challenge #12 (optional – no points established)
Bring your own cup to a coffee establishment.

MODULE 13

Team Assessment (4 points)
Using The Five Dysfunctions of a Team as a resource, determine the areas in which your group is highly function and/or the areas in which your group is less functional.

Overview of the Teamwork Model

Dysfunction #1: Absence of Trust: Members of great teams trust one another on a fundamental, emotional level, and they are comfortable being vulnerable with each other about their weaknesses, mistakes, fears, and behaviors. They get to a point where they can be completely open with one another, without filters. This is essential because…
Dysfunction #2: Fear of Conflict: …teams that trust one another are not afraid to engage in passionate dialogue around issues and decisions that are key to the organization’s success. They do not hesitate to disagree with, challenge, and question one another, all in the spirit of finding the best answers, discovering the truth, and making great decisions. This is important because…

Dysfunction #3: Lack of Commitment: …teams that engage in unfiltered conflict are able to achieve genuine buy-in around important decisions, even when various members of the team initially disagree. That’s because they ensure that all opinions and ideas are put on the table and considered, giving confidence to team members that no stone has been left unturned. This is critical because…

Dysfunction #4: Avoidance of Accountability: …teams that commit to decisions and standards of performance do not hesitate to hold one another accountable for adhering to those decisions and standards. What is more, the don’t rely on the team leader as the primary source of accountability; they go directly to their peers. This matters because…

Dysfunction #5: Inattention to Results: …teams that trust one another, engage in conflict, commit to decisions, and hold one another accountable are very likely to set aside their individual needs and agendas and focus almost exclusively on what is best for the team. They do not give in to the temptation to place their departments, career aspirations, or ego-driven status ahead of the collective results that define team success.


Complete the Team Assessment and Individual Scoring individually and then post your scores in your team’s discussion forum. Calculate the average of all team members’ responses by adding every team member’s scores in each section and dividing by the number of team members. This will count as your team’s averaged score.

Team Assessment
Taken directly from Overcoming the Five Dysfunctions of a Team: A Field Guide.

Instructions: Use the scale below to indicate how each statement applies to your team. Be sure to evaluate the statements honestly and without overthinking your answers.

3 = Usually  2 = Sometimes  1 = Rarely

1. Team members are passionate and unguarded in their discussion of issues.
2. Team members call out one another’s deficiencies or unproductive behaviors.
3. Team members know what their peers are working on and how they contribute to the collective good of the team.
4. Team members quickly and genuinely apologize to one another when they say or do something inappropriate or possibly damaging to the team.
5. Team members willingly make sacrifices (such as budget, turf, head count) in their departments or areas of expertise for the good of the team.
6. Team members openly admit their weaknesses and mistakes.
7. Team meetings are compelling and not boring.
8. Team members leave meetings confident that their peers are completely committed to the decisions agreed upon during the meeting, even if there was initial disagreement.
9. Morale is significantly affected by the failure to achieve team goals.
10. During team meetings, the most important and most difficult issues are put on the table to be resolved.
11. Team members are deeply concerned about the prospect of letting down their peers.
12. Team members know about one another’s personal lives and are comfortable discussing them.
13. Team members end discussions with clear and specific resolutions and calls to action.
14. Team members challenge one another about their plans and approaches.
15. Team members are slow to seek credit for their own contributions but quick to point out those of others.

Individual Scoring

Instructions: Combine your scores for the fifteen statements as indicated below.

<table>
<thead>
<tr>
<th>Dysfunction 1: Absence of Trust</th>
<th>Dysfunction 2: Fear of Conflict</th>
<th>Dysfunction 3: Lack of Commitment</th>
<th>Dysfunction 4: Avoidance of Accountability</th>
<th>Dysfunction 5: Inattention to Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statement 4 ___</td>
<td>Statement 1 ___</td>
<td>Statement 3</td>
<td>Statement 2 ___</td>
<td>Statement 5 ___</td>
</tr>
<tr>
<td>Statement 6 ___</td>
<td>Statement 7 ___</td>
<td>Statement 8</td>
<td>Statement 11 ___</td>
<td>Statement 9 ___</td>
</tr>
<tr>
<td>Statement 12 ___</td>
<td>Statement 10 ___</td>
<td>Statement 13</td>
<td>Statement 14 ___</td>
<td>Statement 15 ___</td>
</tr>
<tr>
<td>Total: ___</td>
<td>Total: ___</td>
<td>Total: ___</td>
<td>Total: ___</td>
<td>Total: ___</td>
</tr>
</tbody>
</table>

*A score of 8 or 9 indicates that the dysfunction is probably not a problem for your team.
*A score of 6 or 7 indicates that the dysfunction could be a problem.
*A score of 3 to 5 indicates that the dysfunction needs to be addressed.

Add each column and get a total. The total from each column is what you would post to the discussion board.
Example: Dysfunction 1: 9, Dysfunction 2: 5, Dysfunction 3: 4, Dysfunction 4: 7, Dysfunction 5: 8

Don’t forget to average your group’s individual scores to get a total group score and post the group score as well.

Service Hours/Reflective Blog (20 points – Reflective Journal Rubric)

1. According to your individual assessment, what are your team’s strengths, areas for improvement, and areas of key differences? Provide insight as to why you scored your team the way you did in each of the areas.
2. Compare your individual team scores to your team’s averaged score. In which areas did they differ? Why do you think they were different in those areas?
3. What are some strategies to improve the functioning of a team should you face the same situations in the future?
4. How has your team’s identified dysfunctions impacted your service work?

**The Impossible Will Take a Little While Paper (5 pages – 10 points – Book Report Rubric)**

Students will be required to prepare a paper on the common reading book (The Impossible Will Take a Little While). Each student will select one chapter from each of the nine sections (nine chapters in total) and write a response to their readings no less than 5 pages. The student will include the following content in their paper:
1. Brief introduction of the different chapters and the common underlying theme in all.
2. Explain how the common theme can be applied to a current global issue.
3. Analyze the role that Social Responsibility has on controlling the global issue.
4. Describe the role that the Hospitality Industry will play in solving the global issue.

**Weekly Challenge #13 (optional – no points attached)**
Watch the news or read a news source online every day this week.

**MODULE 14**

**Reflection Paper (3 pages –10 points – Reflection Rubric)**
Students are expected to submit a 3 page paper responding to the following prompts about their project:
1. What was your group trying to accomplish? Why?
2. In taking the actions that you did, was the focus on symptoms or underlying causes?
3. Was the focus appropriate to the situation? How might your group focus more on underlying causes in the future? What trade-offs will be associated with doing so?
4. What roles did each person/group/organization involved in the situation play and why? What alternative roles could each have played? Did your group/other groups or organizations act unilaterally or collaboratively and why? Should we/they have worked with others in a different way?
5. In what ways did the differences in power and privilege emerge in this experience? What are the sources of power and privilege in this situation? Who benefits and is harmed? How might any inappropriate dependencies be eliminated?
6. How did leadership emerge in this situation, on our/others part?
7. What is in the interest of the common good in this situation? In what ways is the group good linked to and/or contrary to the common good? What trade-offs between them are involved?
8. In what way did any other trade-offs (long-term/short-term, justice/efficiency, etc.) emerge in this situation? Who made the trade-offs? Were the trade-offs made appropriate or inappropriate and why?
9. How does this experience help me to better understand my partner organization’s vision, mission, and strategies? What does it reveal about the relationship between the organization and those it serves? What does it suggest about how this relationship might be improved?

Students will be scored according to the Reflection Rubric found in the Rubric section.

**Work in Groups**

Use this week to put any final touches on your paper and prepare your final project paper/presentation.

**Weekly Challenge #14 (optional – no points attached)**

Help someone study for finals.

**MODULE 15**

**Final Project (10 to 12 pages – 25 points – Final Project Rubric)**

- All projects are to be completed by posted deadline.
- One written final paper per group must be submitted with the names of all active group members no later than the posted deadline using the following guidelines:
  1. Brief recap of the Project Proposal
  2. Describe the steps and tasks followed by your group
  3. Summary of Group Accomplishments and Learning
  4. List and briefly explain any unexpected outcomes
  5. Discuss what you would do differently if implementing this project again
  6. Discuss how the hospitality industry could be involved to implement this project in another country with the same issue. Use an actual country or city in another country as an example.
  7. Letter of community/agency support
  8. Final presentation of group’s service learning experience.

- Groups will be scored according to the Final Project Rubric found in the Rubric section.
- You must use Adobe Connect Pro to create a presentation and power point with all group members’ participation. Please sign up as a group for one of the open presentation dates in the Final Project Section of the course.