



Syllabus
Social Responsibility in the Hospitality Industry
1138-HFT3073VC1138-88658

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GENERAL INFORMATION

PROFESSOR INFORMATION



Instructor:	John D. Buschman	Phone:	(517) 974-6369 (For urgent text messages and phone calls only)
Office:	Online or at MARC 310 (MMC)	Office Hours:	Tuesdays and Thursdays by appointment
E-mail:	Blackboard Messages		

COURSE DESCRIPTION AND PURPOSE

HFT 3073 - Social Responsibility in the Hospitality Industry examines the policies and practices of global hospitality and tourism entities with respect to the local communities in which they operate, as members of the global business community and as shared stewards of the planet. This course causes students to take a close look at volunteerism from different perspectives as it reviews the pro-social behaviors of hospitality and tourism companies from the early century to the present. Students will explore opportunities for positive social change as they investigate how the hospitality and tourism industries can contribute both locally and globally.

HFT 3073 is taught as a fully-online course with one important exception: the student is required to physically participate in a minimum of five (5) service-learning activities within the local community. In addition to on-line coursework students will gain valuable experience and insight as they participate in a service-learning program with at least one major social welfare organization that has both local influence and global reach.

The major objective of the course is to foster critical thinking and practical experience among students with respect to the six principal methods of corporate social responsibility (CSR) in the global hospitality and tourism industries and to help students develop a body of highly useful and timely knowledge that they may confidently carry forward into their careers.

COURSE OBJECTIVES

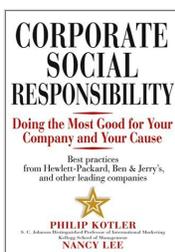
At the end of the course, the successful student will be able to:

1. Demonstrate a thorough understanding of the “triple bottom line”, the so-called “3 P’s” of CSR, i.e., how the hospitality and tourism industries impact social (People), economic (Profit) and environmental (Planet) issues in both the local and global communities within which they operate.
2. Identify the industries’ current methods of best practice addressing the major social, environmental and economic issues of our time; identify the benefits, concerns, keys to success, and situations in which hospitality and tourism companies should utilize each of the methods.
3. Discuss the evolving pro-social policy of a particular global hospitality or tourism company and describe its corresponding social responsibility initiative that exemplifies each method.
4. Develop and demonstrate an appreciation and understanding of his/her own individual civic responsibility toward solving an important social issue from the perspective of an individual working in the hospitality or tourism industries.
5. Utilize social media and other on-line technologies to create a strategically-aligned awareness campaign for a major hospitality or tourism company that links its efforts with a prominent social welfare organization or that directly addresses an important social problem.

IMPORTANT INFORMATION

COURSE PREREQUISITES

An open mind.

TEXTBOOK**Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause**

Kotler, P. & Lee, N

Wiley, 1st edition, (2005)

ISBN 10: 0-471-47611-0

You may purchase your textbook online at the [FIU Bookstore](#).**POLICIES**

Please review the [FIU policies page](#) as it contains essential information regarding guidelines relevant to all courses at FIU and additional information on the standards for acceptable netiquette important for online courses.

TECHNICAL REQUIREMENTS & SKILLS

One of the greatest barriers to taking an online course is a lack of basic computer literacy. By computer literacy we mean being able to manage and organize computer files efficiently, and learning to use your computer's operating system and software quickly and easily. Keep in mind that this is not a computer literacy course; but students enrolled in online courses are expected to have moderate proficiency using a computer. Please go to the "[What's Required](#)" page to find out more information on this subject.

Students must have working knowledge of Microsoft Office including [Word](#), [PowerPoint](#) and [Excel](#). Students must also know how to navigate the [World Wide Web](#), navigate within [Blackboard Learn](#), read and respond to email and use online technological tools to communicate with other class members and the instructor. Students must have a [Facebook](#) account or be willing to start an account to participate in this class. While not required it is encouraged that students be interested in social media beyond just Facebook such as [Twitter](#), [YouTube](#), [Flickr](#), and [LinkedIn](#). Information on how to do this will be provided in the class.

Please visit our [technical requirements page](#) for additional information.

ACCESSIBILITY AND ACCOMMODATION

Obtain more detailed information about the [specific limitations with the technologies](#) used in this course.

Review [Blackboard's Accessibility Commitment](#) for more information.

For additional assistance please contact our [Disability Resource Center](#).

EXPECTATIONS OF THIS COURSE

Expectations for performance in an online course are the same as for a traditional classroom-based course **except** that online courses require a degree of self-motivation, self-discipline, and technology skills that can make them more demanding for some students. If you have not taken any other online course then it is advisable to be especially attentive to all details and requirements during the first few weeks until you are confident that you have everything under control. Finding a buddy among the enrolled students in the class is recommended so you can check that each other is using all the electronic tools properly and getting things done and submitted by the deadlines.

Students are expected to:

- Review the [Start Here](#) folder located in the course content.
- Review the [Policies Page](#).
- [Introduce](#) themselves to the class during the first week by posting a self-introduction in the appropriate blog.
- Take the [practice quiz](#) on any computers that the student may use during the semester (e.g. home desktop, persona laptop, computer lab desktop) to ensure that each is compatible with Blackboard
- [Interact online](#) with instructor and peers and keep up with all assignments.
- Review and follow the [course calendar](#), checking regularly during the semester for changes and updates.
- Log in to the course at least [3 times per week](#)
- Respond to discussion boards, blogs and journal postings [within 3 days](#)
- Respond to emails/messages [within 2 days](#)
- [Submit assignments](#) by their corresponding deadlines
- [Volunteer](#) as directed during the semester and produce an essay regarding his/her experiences
- Create a Corporate Social Responsibility ([CSR](#)) [campaign](#) for a hospitality or tourism entity.

The instructor will:

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Course Syllabus

- Log in to the course at least 3 times per week
- Respond to discussion boards, blogs and journal postings within 3 days
- Respond to emails/messages within 2 days
- Grade assignments within one week of the submission deadline

COURSE MEETINGS

Note: This online course does not require any on-campus meetings however each individual is required to volunteer his/her services several times during the semester for one or more local not-for-profit organizations. Some of these service-learning experiences may involve other students from this same class and/or the instructor. There is no final exam.

COURSE DETAIL**COURSE COMMUNICATION**

Communication in this course will be accomplished primarily via the university's **Blackboard** system and **Facebook**.

Messaging via Blackboard is the professor's *preferred* method of communication regarding quizzes, assignments and projects because records are then all kept within the course. The **e-mail** feature of Blackboard is not recommended since no record of e-mails sent is kept within Blackboard. The **"message"** feature in **Blackboard** is a private, internal, Blackboard-only communication system. Users must log on to the Blackboard system to send/receive/read messages. There are no notifications in Blackboard to inform users when a new message has been received; therefore, it is recommended that students check their messages routinely to ensure up-to-date communication.

Facebook will be used for discussions and postings about weekly challenges, service-learning volunteer activities and other items for which communications with the rest of the class is desirable. Facebook should **NOT** be used to communicate with the professor regarding written assignments, quizzes or other course items for which a written record is important to keep.

Students and/or professor may use **FIU Panthermail** or **Text Messaging** if and when there is a problem with the above systems (e.g., system is down, student/professor gets locked out of account, and so forth). The student needs to be capable (i.e., has access to proper equipment connected to the internet) and comfortable (i.e., knows how to use) communicating by these methods in order to successfully participate in this course. The instructor has listed his cell phone number which may be used for urgent text messaging when communication by **Blackboard Messages** or **Facebook** is not adequate, or if you are unable to access the Blackboard system for any reason. **Text** or phone messaging via cell phone number is desirable when trying to locate the instructor at a service-learning session, for example.

Students will find their lessons in weekly **"modules"**, make **"journal"** entries, take **"quizzes"**, submit **"assignments"** and participate in required **"activities"** such as **"blogs"** and **"discussion forums"**, all from within **Blackboard**. The instructor will, from time to time, issue an **"announcement"** in Blackboard to let students know about any changes in assignments, changes or reminders about deadlines, to let them know papers have been graded, and so forth. Finally, grades for each task will be posted in the **"my grades"** section within Blackboard.

Important note: It is the **student's responsibility** to get his/her questions or concerns answered in time for submission of assignments, quizzes, projects etc. before the posted deadlines. It is also the **student's responsibility** to check the **"My Grades"** section in Blackboard to ensure that he/she is receiving credit for assignments, activities and quizzes posted in Blackboard and to review any feedback the professor may have given on the major assignments.

Very Important: Questions regarding the **content** of the course are to be directed to the professor. Questions and issues regarding the **technology** used in the course (except Facebook) are to be directed to **FIU Online Support Services**. If this is your first online class at FIU then you will need to become familiar not only with the technology but also how to seek help regarding its use. Please take the time to review this at: <http://online.fiu.edu/supportservices>.

ACTIVITIES AND PARTICIPATION

Students will be asked to participate in activities throughout the semester including, but not limited to, service-learning activities, discussion forums, blogs, social media activities, surveys, etc. Students are expected to complete all work by the posted deadlines. All activities will be released at the start of the module (always on Mondays at 12:01am) in which they are listed and will be made unavailable at the close of the week (always on Sundays at 11:59pm), or the posted deadline, whichever is later. Each activity will be accompanied by a thorough explanation of the activity, details for what is expected and the grading rubric that will be used by the instructor to evaluate the student's performance in the given activity.

Keep in mind that many of your activities on Blackboard and Facebook are going to be visible by all students in the course and care should be taken when determining what to post. If you wish to send a private message to the instructor in Blackboard please use the messaging system and select only that name when addressing the message.

QUIZZES

Each quiz will be made available on line at 12:01AM on the start date and will be taken off line at 11:59PM on the end date. Quizzes must be completed between those dates/times to be accepted. **No late quizzes will be accepted.** Results will be made available within one week of the quiz deadline.

In order to mitigate any issues with your computer and online assessments, it is very important that you take the "Practice Quiz" from each computer you will be using to take your graded quizzes and exams. It is your responsibility to make sure your computer meets the minimum [hardware requirements](#).

Please note assessments in this course are not compatible with mobile devices and should not be taken through a mobile phone or a tablet. If you need further assistance please contact [FIU Online Support Services](#).

ASSIGNMENTS

Students will be given assignments throughout the course of the semester that should be turned in by the posted deadline and after all of the other work for the module has been reviewed and completed. Except for the three major deliverables (Case Study, Service-learning Essay and Final Project) assignments, activities and quizzes are worth ten to twenty points each. A **grading rubric** will be provided for each of the assignments. All assignments must be turned in via the method specified in the module by 11:59PM on the posted date. **No late assignments will be accepted.** All major assignments will be graded and returned with feedback within two weeks of the deadline.

Assignments submitted after the deadline or submitted via the wrong method will not be accepted. All deadlines posted are in the Eastern (EDT/EST, Miami) Time Zone. It is the student's sole responsibility to get course deliverables submitted on time.

It is therefore **highly recommended** that the student **not wait** until 11:45 pm Sunday night to submit required work, just in case there is a problem with his/her computer or internet connection or due to the always-possible technology glitches elsewhere in the system.

SERVICE LEARNING

While this is an on-line course, it is also designated as a **service-learning course** which requires the students' physical (and hopefully mental) presence at a series of **volunteer activities** designed as an integral and important part of his/her overall learning experience on this topic. Since the course is designed primarily for students pursuing their degrees in hospitality and/or tourism management, the service-learning component will focus on food and lodging issues in the community, areas in strategic alignment with the missions of many hospitality and tourism organizations. Students are responsible for scheduling their own sessions however the instructor will organize a number of group events which the student may opt into. Scheduling of these sessions will have some flexibility to accommodate the needs of the working student. Students that are unable to participate in service-learning events organized by the instructor, including students not residing in South Florida, will be able to program alternate events and agencies in their own communities in order to complete this requirement.

Students are **required** to complete at least **five sessions of service/volunteer work** at selected organizations in their communities during the course of the semester. A session is defined as a half day or a minimum 3 hours of work in one stretch. The student will keep a journal log of each service-learning experience and share pertinent information and appropriate photos with the rest of the class on our class' Facebook page within 3 days of performing the service (Important Note: always ask permission of the supervisor first and **never** take photos with clients in pictures). Finally, the student will write a short essay summing up their service-learning observations and experiences before the close of the semester. The service-learning component of the course will allow the student to become personally immersed in three highly important and closely related aspects of social assistance in the local community:

1. The first aspect is termed **Food Rescue**. Students will participate in one or more hospitality industry events where surplus food is "rescued" and diverted to the local food bank or food pantry.
2. The second aspect is **Food Banking**. Students will participate in food sorting and/or packaging activities at a local food bank or food pantry.
3. The third aspect is **Food Distribution**. Students will participate in food delivery, preparation, heating, plating and/or serving and clean-up at a local homeless shelter, senior center, or other agency of social welfare that receives at least part of its food provisions from food banks and uses them to provide nourishing meals to its clients (**cli•ent** [klay-uh nt] *noun* 1. a person or group that uses the professional advice or services of a lawyer, accountant, advertising agency, architect, etc. 2. a person who is receiving the benefits, services, etc., of a social welfare agency, a government bureau, etc. 3. A customer (Dictionary.com, 2012)).
4. The fourth (and fifth) session is totally an elective session in which the student may participate in something that he/she really cares about. Some students will choose to volunteer at their local Humane Society, others may want to join Habitat for Humanity to help build a house for a needy family, still others may want to volunteer at a walk for cancer or any other issue they may find important. Some students will want to repeat one of their first three sessions because they just totally loved the experience and want to do it again, which is fine with me.

Cause

Each student will identify a **global social cause** that can be helped in some way by CSR activities within the hospitality or tourism industries. The professor will provide information regarding **food insecurity (hunger)** as one important cause that can and is being helped every day by businesses in our industry. However the student is free to analyze any cause that is identified in their Case Study.

CASE STUDY

Each student will be required to research a **major hospitality or tourism company** and complete a paper answering the following questions/prompts:

1. **Prepare an introduction** about the selected company detailing size, locations (number, which regions or countries), type of company, main competitors, place in market (leading the segment, trailing, last, etc.). This is difficult to do in a limited number of words and time should be devoted to refining this paragraph until the student is certain that all of these items are included.
2. **Identify various causes** being addressed by the company's current CSR activities.
3. **Review the company's social responsibility (CSR) initiatives** and select one to describe in a one-paragraph summary of the initiative. Mention briefly all of the company's CSR initiatives but report in detail on just one as described in items 3 and 4 below. **Use vocabulary** from the textbook and class to demonstrate thorough understanding of the **six CSR methods** and an ability to identify them within a hospitality or tourism company.
4. **Analyze the initiative in terms of strengths, weaknesses, benefits, concerns, keys to success** and provide personal evaluation of how **strategically aligned** the project is with the company's **mission and business values**.
5. **Describe anything the student might have done differently** if he/she were running the company and support his/her statements with specific reasoning.

FINAL PROJECT

As already stated under **Service Learning** above, each student will be required to complete a minimum of five sessions of service/volunteer work at one or more approved community social welfare organizations during the course of the semester. As already stated under **Case Study** above, each student will select a major hospitality or tourism organization and take an in-depth look at their Corporate Social Responsibility (CSR) activities to date. The Final Project brings together the student's work on these two earlier assignments and asks her/him to prepare the 2014 CSR plan for your chosen hospitality or tourism company incorporating activities designed to address one (or more) principle cause (or causes). The student should include at least one of the service-learning activities he/she has practiced at charitable organizations.

Throughout the semester, students will learn about each of the **six methods of CSR** and will be expected to incorporate each method into the Final Project. For the Final Project the student will apply each of the six methods directly to their chosen hospitality or tourism company, determine how they relate to their service/volunteer work and then prepare a plan that emphasizes connecting them in the final paper. The final paper will in essence be an annual CSR plan for the student's chosen hospitality company whose mission, vision and goals are built on a foundation of strategic alignment with the cause or causes that the service learning organization supports. This connection may or may not already exist to some extent between the organizations. The student should incorporate as many on-line technologies of social media (e.g. Facebook, YouTube, etc.) as possible when elaborating the plan.

The Final Project will take the place of a final exam for this class. Yes, that's correct, **no final exam!** Instead of preparing for a final exam students should put their time into producing a top-quality paper that will demonstrate that he/she has indeed mastered the concepts taught during the semester. A detailed rubric will be used by the instructor to evaluate the case study and this rubric will be accessed by the student from the assignment module.

OPTIONAL EXTRA CREDIT

All students will have the option of taking a cumulative test prior to the end of the semester for a total of 20 points. This will make up for one or two assignments or quizzes that the student may have missed or perhaps did not do so well. The extra credit will be in the form of an online test and will be graded immediately following the submission of the test. It will cover material from the entire semester.

GRADING

Course Requirements	Points
Quizzes	100 pts (10 @ 10pts each)
Activities/Participation	120 pts (12 @ 10pts each)
Assignments	90 pts (6 @ 15pts each)

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Service Learning Essay	40 pts (1 @ 40 pts each)
Case Study	50 pts (1 @ 50 pts each)
Final Project	100 pts (1 @ 100 pts each)
Total	500 pts
Optional Extra Credit	20 pts

Letter	Range	Letter	Range	Letter	Range
A	Above 93 (470 - 500)	B-	80 - 83 (400 - 419)	D+	67 - 69 (335 - 349)
A-	90 - 93 (450 - 469)	C+	77 - 79 (385 - 399)	D	64 - 66 (320 - 334)
B+	87 - 89 (435 - 449)	C	74 - 76 (370 - 384)	D-	60 - 63 (300 - 319)
B	84 - 86 (420 - 434)	C-	70 - 73 (350 - 369)	F	< 60 (<299)

COURSE CALENDAR

WEEKLY SCHEDULE

Note: Topics and assignments are always subject to change. Any changes will be reflected in the weekly modules found in Blackboard and will be posted in the "Announcements" feature within Blackboard.

Dates	Module	Topic(s)	Tasks	Quizzes
Aug 26 - Sept 01	1	<ul style="list-style-type: none"> Introduction From Teaching to Learning Social Media 	<ul style="list-style-type: none"> Read Intro & Chapter 1 Online Learning - Discussion Forum Class Introductions via Facebook 	<ul style="list-style-type: none"> Practice Quiz
Sept 02 - 08	2	<ul style="list-style-type: none"> Service Learning Personal Impact Introduction of the 3 Major Assignments 	<ul style="list-style-type: none"> Read Chapter 2 Corporate Social Initiatives Activity Select Hospitality Corporation for Case Study Plan Service-learning Work 	<ul style="list-style-type: none"> Service-Learning Quiz
Sept 09 - 15	3	<ul style="list-style-type: none"> Sustainability Social Responsibility Social Causes 	<ul style="list-style-type: none"> 3 P's Video - FIU Office of University Sustainability Videos - Food Insecurity 	<ul style="list-style-type: none"> Sustainability/Social Responsibility Quiz
Sept 16 - 22	4	<ul style="list-style-type: none"> Corporate Social Responsibility (CSR) Strategic Alignment The Six Methods 	<ul style="list-style-type: none"> Read Articles for/against CSR CSR Activity CSR Assignment - Case Study due Sept. 22nd. 	<ul style="list-style-type: none"> CSR Quiz

Sept 23 - 29	5	<ul style="list-style-type: none"> Corporate Cause Promotion (CCP) 	<ul style="list-style-type: none"> Read Chapter 3 CCP Activity CCP Assignment 	<ul style="list-style-type: none"> CCP Quiz
Sept 30 - Oct 06	6	<ul style="list-style-type: none"> Cause Related Marketing (CRM) 	<ul style="list-style-type: none"> Read Chapter 4 CRM Activity CRM Assignment 	<ul style="list-style-type: none"> CRM Quiz
Oct 07 - 13	7	<ul style="list-style-type: none"> Corporate Social Marketing (CSM) 	<ul style="list-style-type: none"> Read Chapter 5 CSM Activity CSM Assignment 	<ul style="list-style-type: none"> CSM Quiz
Oct 14 - 20	8	<ul style="list-style-type: none"> Corporate Philanthropy (CPh) 	<ul style="list-style-type: none"> Read Chapter 6 CPh Activity CPh Assignment First Section (Draft) of Final Project due Oct. 20th. 	<ul style="list-style-type: none"> CPh Quiz
Oct 21 - 27	9	<ul style="list-style-type: none"> Community Volunteering (CV) 	<ul style="list-style-type: none"> Read Chapter 7 CV Activity CV Assignment 	<ul style="list-style-type: none"> CV Quiz
Oct 28 - Nov 03	10	<ul style="list-style-type: none"> Socially Responsible Business Practices (SRBP) 	<ul style="list-style-type: none"> Read Chapter 8 SRBP Activity SRBP Assignment 	<ul style="list-style-type: none"> SRBP Quiz
Nov 04 - 10	11	<ul style="list-style-type: none"> Hospitality & Tourism CSR Best Practices (CSR-BP) 	<ul style="list-style-type: none"> Read Chapter 9 CSR-BP Activity 	<ul style="list-style-type: none"> CSR-BP Quiz
Nov 11 - 17	12	<ul style="list-style-type: none"> Service Learning Wrap-up 	<ul style="list-style-type: none"> Journals & Essays due Nov. 17th. 	<ul style="list-style-type: none"> None
Nov 18 - 24	13	<ul style="list-style-type: none"> Final Projects 	<ul style="list-style-type: none"> Work on Final Projects 	<ul style="list-style-type: none"> None
Nov 25 - Dec 01	14	<ul style="list-style-type: none"> Thanksgiving Week 	<ul style="list-style-type: none"> Work on Final Projects 	<ul style="list-style-type: none"> None
Dec 02 - Dec 08	15	<ul style="list-style-type: none"> Final Projects 	<ul style="list-style-type: none"> Final Projects due Dec. 02. 	<ul style="list-style-type: none"> None
Dec 09 - 15	16	<ul style="list-style-type: none"> Finals Week 	<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> Optional Extra Credit Quiz

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