

NEW YORK CITY COLLEGE OF TECHNOLOGY, CUNY
DEPARTMENT OF HOSPITALITY MANAGEMENT

**Hospitality Research Seminar
HMGT 3502
Spring 2019**

Instructor	Dr. Amit Mehrotra	Course Section	HD60 Wednesday
E-mail	amehrotra@citytech.cuny.edu	Location	P 509
Phone	718-260-5635	Time	8:30-11:00
Office	N 200	Lab Hours	No lab
Office Hours	Tue-4:30-5:30pm, Thurs- 2:30-4pm or by Appointment	Credits	3 credits

1. Techniques of research and review of literature as applied to hospitality management. Review of computer searching with data bases. Interdisciplinary approach to problem solving and policy development for issues facing hospitality managers. Students research and write an investigative report on a current industry problem.

2. COURSE OBJECTIVES

Upon completion of HMGT 3502, the student will be able to

- a. Apply critical thinking to identify and research a current issue in the hospitality industry
- b. Analyze and synthesize a body of scholarly and popular literature to develop an annotated bibliography
- c. Write a problem statement, thesis paragraph and outline
- d. Write a 2000-2500 word (8-10 pages) research paper on a current issue in hospitality and tourism including recommendations to solve it, using APA guidelines
- e. Synthesize and present research findings in an oral presentation

3. STUDENT LEARNING OUTCOMES AND ASSESSMENT

Student Learning Outcomes	Method of Assessment
a. Use a step-by-step (scaffolding*) process to research a current issue facing the hospitality industry (HMGT: Knowledge; Gen Ed: Skills)	Problem statement/thesis/outline and written draft assignments
b. Analyze data, articles and studies and assess current issues in the hospitality industry (HMGT: Knowledge; Gen Ed: Skills)	Problem statement/thesis/outline and class participation
c. Apply critical thinking skills by evaluating the quality of information sources (HMGT: Knowledge/Skills; Gen Ed skill)	Annotated bibliography
d. Conceptualize, draft and rewrite a research paper based on logical argument in to APA format (HMGT: Knowledge/Skills; Gen Ed: Skill)	Abstract, drafts and final research report
e. Synthesize and present research findings (HMGT: Knowledge, skills; Gen Ed skill)	Oral presentation

2 Research Seminar

4. Required text

Silverman, J., Hughes, & E. Wienbrower, D. R. (2013). *Rules of thumb (9th ed.)*. New York, NY: McGraw-Hill.

Required Reading and Viewing

Students are required to read the *New York Times*' Dining and Travel sections and view related videos. Students are also required to view videos and podcasts from the Travel Channel, Culinary Institute of America and from other industry-related organizations. A detailed list will be provided.

Reference Texts

American Psychological Association. (2009) *Publication Manual of the American Psychological Association (6th ed.)*. Washington, DC: American Psychological Association.

Booth, W., Colomb, G., Williams, J. *The Craft of Research* (third edition) edition) University of Chicago Press, 2008

Leedy, P. D., & Ormrod, J. E. (2013). *Practical research: Planning and design*. 10th Ed. Upper Saddle River, NJ: Prentice-Hall.

5. Prerequisites

HMG1 2302, HMG1 2303, HMG1 2304, HMG1 2305 or AAS degree

Technology Prerequisites

1. Registration on the CUNY Portal, <http://www.cuny.edu>
2. A current City Tech email address in Blackboard
3. Access to and ability to use current versions of Internet browsers, Chrome, Explorer, Firefox, and Safari
4. Access to a computer with a high-speed Internet connection

6. Grading System/

Thesis statement and Outline	15 points
Draft 1 (5 pts)	
Draft 2 (10 pts)	
Abstract	5 points
Research notes	5 points
Presentation	10 points
Final research paper	40 points
Draft 1 (10 pts)	
Draft 2 (10 pts)	
Draft 3 (20 pts)	
Annotated bibliography	15 points
Draft 1 (5 points)	
Final draft (10 points)	
Online Participation	5 points
Class Participation	5 points
^^^	100%

Grading Rubrics

Grading rubrics will be used for performance assessment on writing, the outline, the annotated bibliography, oral presentations and online participation. See rubrics on Blackboard.

Course Introduction/Self Directed Learning

This course is designed to have relevance throughout your professional career by building skills that will help you to collect, evaluate and interpret information by thinking critically. You are taking this course as a B-Tech student to allow you to build on your prior knowledge of the hospitality and tourism industries and to integrate this knowledge into your choice of a research topic. Your research topic should be based on your area of concentration in the Department. It should focus on an area of the industry in which you see a problem or issue that you would like to investigate and build expertise and which can support your career goals. In order to achieve these objectives, you must increase your effort to be self-motivated and self-directed learners. This effort will begin with you realizing that the course requires you to read and understand the syllabus and assess the requirements of each assignment and of the entire course. In order to make the writing process more manageable, course material is scaffolded, with each piece building to the final paper. You must manage your time and meet submission deadlines. You will build on the knowledge and skills you already have to successfully complete the course.

Investigative Report of a Problem or Issue in Hospitality and Tourism

1. Review information about problems and issues in hospitality and tourism that you are interested in or curious about
2. Explain your motivation for the research
3. Formulate questions about the causes and impacts of the problem/issue on the hospitality and tourism industries
4. Based on your inquiries, formulate a research topic of focus and write a problem statement
5. Write a thesis reflecting your point of view about the problem/issue based on evidence that can support it
6. Conduct a literature review of scholarly and popular sources on your research topic
7. Describe the methods (qualitative/quantitative) used to find the data needed to support your argument about the problem/issue
8. Write an outline reflecting the key questions that the research will answer and that reflects the organization of the paper
9. In an 8-10 page paper (not including abstract and annotated bibliography), discuss the problem/issue and recommendations to solve it. The audience must be able to clearly identify that the writer has taken a position and make a strong case based on the evaluation of key sources.
10. Based on the evidence you have found in your research, provide recommendations to solve the problem/issue or sustain a trend
11. Present your research findings in an oral presentation

Details and samples of the above will be provided by the instructor. The writing process in this course is scaffolded, with each assignment building on the other and at least two drafts of the research paper.

Attendance Policy

The department policy for attendance follows the rules printed in the college catalog (p. 30): “A student may be absent without penalty for up to 10% of the number of scheduled class meetings during the semester.

4 Research Seminar

*Lecture classes meeting 1 time/week for 15 weeks: 2 allowable absences

Lecture classes meeting 1 time/week for 5 or 7 weeks: 1 allowable absence

Laboratory classes meeting 1 time/week for 15 weeks: 1½ allowable absence

Every lateness (up to 10 minutes after the scheduled start time) equals ½ absence. As stated in the college catalog, "If a student's class absences exceed the limit established for a given course or component, the instructor will alert the student that a grade of 'WU' may be assigned."

Online Attendance

Attendance in online classes will be based on participation in the online exercises and/or discussions within the allotted timeframe. Lack of participation (or minimal participation) in any given online session will be marked as an absence and will impact a student's overall attendance and online participation mark; incomplete participation will be marked as a lateness.

Online Behavior

Each student has the right to study and learn in a comfortable environment without fear, without humiliation, without intimidation, without offensive or suggestive language, and without the destruction of self-esteem.

Online Classes

Four of our 15 classes meet online and the class time of 2 ½ hours will be used to complete specific activities and assignments. In addition, Discussion Board will be used to reflect on the research process and post comment on articles, videos or other materials. The online class meeting is asynchronous, meaning that students will complete the assignments on their own schedule, with a specific deadline given by the instructor. Please note that Blackboard tracks the number of visits and time information is posted.

Online Assessment

A grading rubric for online discussions will include the following criteria:

Student Completed all exercises in a timely manner.

Student contributed to the discussion and responded to other students comments.

Response to discussion shows critical thinking and the response is appropriate.

Student's discussion/exercises use proper grammar, appropriate register and are an appropriate length.

See Blackboard for all rubrics.

WEEKLY COURSE OUTLINEHMGT 3502 RESEARCH SEMINAR

Week	Date	Lesson Topic and assignments	Learning Outcomes Students will be able to:
Week 1	Jan 30	<p>Introduction to the course Review of syllabus What is Research? Qualitative and quantitative research Group brainstorming of problems and issues in hospitality and tourism</p> <p>Effective note taking: https://www.youtube.com/watch?v=UAhRf3U50IM</p> <p>HW: Read and critique a sample student paper</p>	<p>Understand the requirements of the course</p> <p>Define research</p> <p>Explain the components of research paper</p> <p>Discuss their interests in hospitality and tourism</p> <p>Identify key trends and issues in hospitality and tourism</p>
Week 2	Feb 6	<p>Conducting research Selecting a topic Topic vs. subject Narrative vs informative/expository writing Using the library and the Internet Ursula Schwerin Library Research Guides: https://library.citytech.cuny.edu/research/subjectGuides/wiki/index.php/Main_Page</p> <p>Audience and scope of the research The research problem and thesis Constructing a thesis: https://www.youtube.com/watch?v=Bc-JTIxW-B4</p> <p>RT – p. 63-66; 69-71; 116-120 HW: Discuss the uses of research in their future jobs</p>	<p>Identify sources of information in addition to the library Understand the scope of the research paper</p> <p>Distinguish between the research subject and the research topic</p> <p>Understand the difference between narrative and informational/expository writing</p> <p>Define the research problem and thesis</p>
Week 3	Feb 13	<p>Research Tools Finding and evaluating sources Primary and secondary sources Scholarly vs popular sources Keywords Primary and secondary sources: http://www.princeton.edu/~refdesk/primary2.html</p>	<p>Set parameters of the research topic</p> <p>Distinguish between primary sources and secondary</p>

6 Research Seminar

		<p>Google: Scholar: http://www.youtube.com/watch?v=xsSZps3NH-M RT – p. 120-129</p> <p>HW: Critique of a scholarly research paper</p>	Evaluate the credibility of sources
Week 4	Feb 20	<p>Library visit</p> <p>The writing process</p> <p>The problem statement and thesis</p> <p>The literature review</p> <p>The annotated bibliography</p> <p>The organization of the paper</p> <p>Writing an outline</p> <p>Sample paper in APA format: https://owl.english.purdue.edu/media/pdf/20090212013008_560.pdf</p> <p>RT p. 69-74; 75-77; 157-161</p>	<p>Draft a declarative or interrogative problem statement or interrogative</p> <p>Draft a thesis</p> <p>Understand the purpose of a literature review</p> <p>Identify bias in sources</p> <p>Understand the components of and purpose of an annotated bibliography</p> <p>Draft an outline</p>
Week 5	Feb 27	<p>The writing process continued</p> <p>Documenting sources in APA format</p> <p>The reference list</p> <p>Owl: Reference List: Basic Rules: https://owl.english.purdue.edu/owl/resource/560/05/</p> <p>Plagiarism and ways to avoid it</p> <p>Excelsior College Ways to Avoid Plagiarism: http://owl.excelsior.edu/posts/view/413</p> <p>Responsible research:</p> <p>In-text citations in APA format continued</p> <p>Easybib: http://www.easybib.com/reference/guide/apa/website</p> <p>RT 63-64; 75-76; 136-138; 154-161</p> <p>Bethel U APA citation https://www.youtube.com/watch?v=R0KJA6xmhE8</p>	<p>Efficiently use the electronic media for sources</p> <p>Format a source using APA guidelines</p> <p>Annotate a bibliography</p> <p>Understand the meaning of plagiarism</p> <p>Identify plagiarized material</p>

7 Research Seminar

		Thesis of the research paper is due	
Week 6 ONLINE	Mar 6	Documenting sources continued Ways to avoid plagiarism In-text citations in APA format Paraphrases, summaries, quotations https://owl.english.purdue.edu/owl/resource/563/01/ RT –p. 154-161; 137-38; 119, 132-133 The outline of the paper is due	Apply APA guidelines for in-text citations Format references in APA style Draft an annotated bibliography Write “legal” paraphrase and summaries
Week 7	Mar 13	In-text citations in APA format continued The first draft Writing the introduction Bethune Writing Center: http://www.slideshare.net/izhamaqil/how-to-write-an-introduction-23732305 RT 70; 78-79	Understand methods of collecting information, surveying and sampling
Week 8 ONLINE	Mar 20	The writing process Developing the body of the paper The conclusion RT 83-89 The first draft of the annotated bibliography is due	Organize the structure of the paper Write the introduction Develop the body of the paper
Week 9	Mar 27	Building your argument Supporting evidence Using statistics RT – p. 72-76 Draft one of the paper is due	Interpret data Build a persuasive argument to support the thesis Propose recommendations to solve the problem or issue
Week 10	Apr 3	Strengthening the second draft Finding the roadblocks Grammar and punctuation Using quotations Grammar girl tips for better writing: http://ragantraining.com/video/grammar-girl%E2%80%99s-quick-and-dirty-tips-better-writing	Identify their writing styles Develop techniques to ensure their “voices” are heard in the paper Quote material meaningfully

		<p>“Ah, Those Transitions”: http://alexisafruia.weebly.com/uploads/3/7/6/6/37669657/transitionwordsplusquiznov17-21.pdf</p> <p>RT – p.89-92, 132-135; 176-180; 85-89</p>	<p>Identify grammatically incorrect sentences</p> <p>Identify the active and passive voices</p> <p>Use transitional words</p>
Week 11 ONLINE	Apr 10	<p>Sentence Construction</p> <p>The conclusion Biased language:</p> <p>https://www.youtube.com/watch?v=mECq9A1XJ8A</p> <p>APA format review</p> <p>RT – p. 28-43; 21-39 Draft 2 of the paper is due</p>	<p>Write the conclusion of the paper</p> <p>Write the abstract of the paper</p> <p>Identify bias and sexist language</p> <p>Revise and edit their drafts Give feedback to peers</p>
Week 12	Apr 17	<p>Editing the paper Troubleshooting Oral presentation skills</p> <p>https://www.youtube.com/watch?v=S5c1susCPAE</p> <p>RT – p. 89 The annotated bibliography is due</p>	<p>Review techniques to strengthening the paper</p> <p>Finalize the abstract and keywords</p> <p>Discuss oral presentation styles</p> <p>Give feedback to peers</p>
Week 13 ONLINE	May 1	<p>Draft review and feedback Troubleshooting the paper Editing</p> <p>The abstract is due</p>	<p>Get one-on-one review and feedback</p> <p>Troubleshoot the paper Identify presentation skills</p>
Week 14	May 8	<p>The final paper is due</p> <p>Oral Presentations Feedback from instructor and students</p>	<p>Complete the report and present research finding in an oral presentation</p>
Week 15	May 22	<p>Oral Presentations Feedback from instructor and students</p>	<p>Submit report and present research finding in an oral presentation Review the course Instructor and student feedback.</p>

MISSION STATEMENT

The Hospitality Management Department of New York City College of Technology educates students for careers in the hospitality industry through foundational knowledge of hospitality operations and experiences that cultivate diverse perspectives, lifelong learning, collaboration, and community engagement.

NYC COLLEGE OF TECHNOLOGY STATEMENT ON ACADEMIC INTEGRITY

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion. The complete text of the College Academic Integrity Policy Manual may be found on the College website.

STATEMENT OF ACADEMIC DISHONESTY AND PLAGIARISM

As stated in the Academic Integrity Policy Manual, "academic dishonesty occurs when individuals plagiarize or cheat in the course of their academic work. Plagiarism is the presenting of someone else's ideas without proper credit or attribution. Cheating is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise."

STATEMENT OF CLASSROOM BEHAVIOR

Each student has the right to study and learn in a comfortable, safe, supportive environment that promotes self-esteem – free of fear, humiliation, intimidation, offensive or suggestive language.

PROFESSIONALISM AND PARTICIPATION

The Department of Hospitality Management follows industry standards in order to educate, develop and mentor future hospitality and tourism professionals. In order to successfully complete a course, students must consistently participate in class and meet deadlines.

USE OF ELECTRONIC DEVICES

As stated in the Student Handbook, the use of cellular phones and audio equipment in all academic and study areas of the college is prohibited. Students are not permitted to take calls or text message during class. Students may not use their cell phones as calculators. In some instances, an instructor may allow the use of personal electronic devices for in class activities.

ORAL PRESENTATION STYLE STATEMENT:

The Hospitality Management Department has developed a standardized format for all oral presentations. Refer to the Oral Presentation Rubric.

WRITING STYLE STATEMENT

The hospitality management department has developed a standardized format for all written assignments. Written work must be prepared using APA Style Publication Manual of the American Psychological Association as a reference guide. All editorial formats, abbreviations, use of statistics, graphs, citations and references must conform to APA style. Footnotes are not permissible. Visit the City Tech Library website for APA Style Guides.