NEW YORK CITY COLLEGE OF TECHNOLOGY, CUNY
DEPARTMENT OF HOSPITALITY MANAGEMENT
HMGT 3502
Fall 2015

Instructor	Susan Phillip	**Course Section**	HD75
E-mail	Sphillip@citytech.cuny.edu	**Day**	Thursday
Phone	(718) 260-5639	**Location**	Con Ed G603
Office	Namm 225B	**Time**	2:30 – 5:00
Office hours	Wed 1:00 – 3:00	**Class Hours**	3
	Thurs 1:00 – 2:00		

1.   COURSE DESCRIPTION

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

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
HMGT 2302, HMGT 2303, HMGT 2304, HMGT 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%**

3   Research Seminar

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.
        *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 OUTLINE

HMGT 3502   RESEARCH SEMINAR

Week	Date	Lesson Topic and assignments	Learning Outcomes Students will be able to:
Week 1	Date Aug 27	Introduction to the course Review of syllabus What is Research? Qualitative and quantitative research Group brainstorming of problems and issues in hospitality and tourism Effective note taking: https://www.youtube.com/watch?v=UAhRf3U50lM HW: Read and critique a sample student paper	Understand the requirements of the course Define research Explain the components of research paper Discuss their interests in hospitality and tourism Identify key trends and issues in hospitality and tourism
Week 2	Date Sept 3	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 Audience and scope of the research The research problem and thesis Constructing a thesis: https://www.youtube.com/watch?v=Bc-JTIxW-B4 **RT** – p. 63-66; 69-71; 116-120 HW: Discuss the uses of research in their future jobs	Identify sources of information in addition to the library Understand the scope of the research paper Distinguish between the research subject and the research topic Understand the difference between narrative and informational/expository writing Define the research problem and thesis
Week 3	Date Sept 17	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	Set parameters of the research topic Distinguish between primary sources and secondary

		Google: Scholar: http://www.youtube.com/watch?v=xsSZps3NH-M **RT** – p. 120-129 HW: Critique of a scholarly research paper	Evaluate the credibility of sources
Week 4	Date Sept 24	Library visit The writing process The problem statement and thesis The literature review The annotated bibliography The organization of the paper Writing an outline Sample paper in APA format: https://owl.english.purdue.edu/media/pdf/200902120133008_560.pdf **RT** p. 69-74; 75-77; 157-161	Draft a declarative or interrogative problem statement or interrogative Draft a thesis Understand the purpose of a literature review Identify bias in sources Understand the components of and purpose of an annotated bibliography Draft an outline
Week 5	Date Oct 1	The writing process **continued** Documenting sources in APA format The reference list Owl: Reference List: Basic Rules: https://owl.english.purdue.edu/owl/resource/560/05/ Plagiarism and ways to avoid it Excelsior College Ways to Avoid Plagiarism: http://owl.excelsior.edu/posts/view/413 Responsible research: In-text citations in APA format continued Easybib: **http://www.easybib.com/reference/guide/apa/website** **RT** 63-64; 75-76; 136-138; 154-161 Bethel U APA citation **https://www.youtube.com/watch?v=ROKJA6xmhE8**	Efficiently use the electronic media for sources Format a source using APA guidelines Annotate a bibliography Understand the meaning of plagiarism Identify plagiarized material

		Thesis of the research paper is due	
Week 6 **ONLINE**	Oct 8	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 a summaries
Week 7	Oct 15	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**	Date Oct 22	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	Date Oct 29	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	Date Nov 5	Strengthening the second draft Finding the roadblocks Grammar and punctuation Using quotations	Identify their writing styles Develop techniques to ensure their "voices" are heard in the paper Quote material

		Grammar girl tips for better writing: http://ragantraining.com/video/grammar-girl%E2%80%99s-quick-and-dirty-tips-better-writing "Ah, Those Transitions": **http://alexisafruia.weebly.com/uploads/3/7/6/6/37669657/transitionwordsplusquiznov17-21.pdf** **RT** – p.89-92, 132-135; 176-180; 85-89	meaningfully Identify grammatically incorrect sentences Identify the active and passive voices Use transitional words
Week 11 **ONLINE**	Date Nov 12	Sentence Construction The conclusion Biased language: **https://www.youtube.com/watch?v=mECq9A1XJ8A** APA format review **RT** – p. 28-43; 21-39 **Draft 2 of the paper is due**	Write the conclusion of the paper Write the abstract of the paper Identify bias and sexist language Revise and edit their drafts Give feedback to peers
Week 12	Date Nov 19	Editing the paper Troubleshooting Oral presentation skills https://www.youtube.com/watch?v=S5c1susCPAE **RT** – p. 89 **The annotated bibliography is due**	Review techniques to strengthening the paper Finalize the abstract and keywords Discuss oral presentation styles Give feedback to peers
Week 13 **ONLINE**	Date Dec 3	Draft review and feedback Troubleshooting the paper Editing **The abstract is due** t	Get one-on-one review and feedback Troubleshoot the paper Identify presentation skills
Week 14	Date Dec 10	**The final paper is due** Oral Presentations Feedback from instructor and students	Complete the report and present research finding in an oral presentation
Week 15	Date Dec 17	Oral Presentations Feedback from instructor and students	Submit report and present research finding in an oral presentation Review the course Instructor and student feedback.