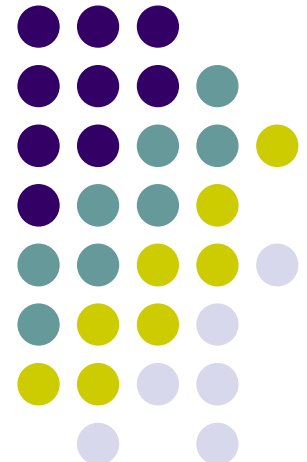


# The Writing-Intensive Certification Process HMGT 3502 Research Seminar

Presented to the  
Writing Across the Curriculum Year-End Symposium

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Department of Hospitality Management, New York City  
College of Technology (CUNY)  
May 12, 2016



# HMGT 3502 Research Seminar

## Course Description



- Required course (6-9 sections) in B-Tech
- 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.



# Learning Objectives

- Apply critical thinking to identify and research a current issue in the hospitality industry
- Analyze and synthesize a body of scholarly and popular literature to develop an annotated bibliography
- Write a problem statement, thesis paragraph and outline
- Write a research paper on a current issue in the hospitality industry, including recommendations to solve it, using APA guidelines
- Synthesize and present research findings in an oral presentation

# Course Design: New Approach



- Scaffold assignments
- Seek WI Certification by WAC
- Establish area of focus research themes
- Use shared OpenLab site for faculty and student resources and content

# Course Design: WI Certification



- Low stakes in-class writing assignments
- In-class peer review
- New feedback techniques

# New Approach to Feedback



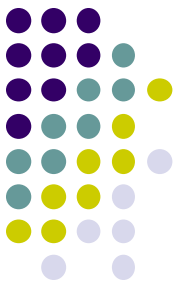
- Explain the writing process
- Minimize marking
- Ask more questions
- Scaffold feedback
- Supportive feedback

# Challenges



- Writing effective feedback
- Balancing feedback – too much, too little,  
too specific
- Placement of the in-class assignments
- Feedback to ESL students

# In-Class Writing



Research Seminar HMG3502

May 3, 2016 In-class exercise

As you approach your second draft, ask yourself the following:

1. What information do you think you still need to complete the paper?
  - A More practice on citing sources. I believe that this is a constant struggle for me because it took me a while (about an hour) to complete just eight sources!
  - A Newer sources
2. Where will you look for this information?
  - A Owl Purdue. I also use Citation machine and Fingertips.
  - A Through databases or bibliography of existing papers. Google scholar
3. What search terms will you use?
  - A APA style, then depending on the document to be cited. I had to cite a film, so as for my search term I typed "APA style film".
  - A Depending on the search



# In-class Peer Review



Professor Susan Phillip

HMGT 3502

March 14, 2016

Questions: Are genetically modified organism (GMOs) safe?

Research Statement/ Thesis: Since 1996, genetically modified <sup>more</sup> crops made commercially available and have become <sup>more</sup> widespread amongst U.S. Farmers. Genetic engineering is the process of inserting DNA directly into organisms. According to <sup>the</sup> data from United States Department of Agriculture, the amount of GMO crops has been increasing each year. By 2015, crops such as Soybeans show an increase from 17% to 94% of total acreage. Food and Drug Administration support GMO products based on the information submitted by the GE companies. Supporters of GMOs favor GMO foods for its longer shelf life and resistance to herbicides and pest. Farmers benefit by having more resilient crops, less agricultural work is needed on crops. However, by altering the DNA of these plants, there are many serious health risks and concerns that cannot be ignored including the increase of toxin levels, infertility, immunity issues, and <sup>food</sup> accelerated aging.

make  
Abbreviation  
FOO

Add  
Brief  
Definition

Put into  
the paper  
Source  
this  
information  
and take  
out  
passage

why?  
explain

Definition of terms

- Also be specific and Explain.
- Be clear and consistent
- use % to show increase

# Over Marking



9

What are the factors that have caused the growth of microbreweries in the US?

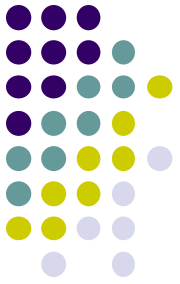
supermarkets, restaurants and pubs. This may eventually cause a backlash because it is never a good idea to have so much variety, especially when it comes to beer. Due to the excess amount of craft beer available people may start to consolidate the beers they drink be it either brand loyalty or personal preference. (Reese, 2013).

There will always be a larger percentage of the US beer market dominated by the big brand names such as Miller, Budweiser and Coors. For now, microbreweries will continue to enjoy an exponential growth in the US, due to inordinate demand in great tasting beers. This increase will continue to have a huge impact on the US beer market, causing larger breweries to reevaluate their approach to beer, especially when catering to the millennial market in the future.

Your outline has a section on the future which should be part of the discussion and with specific examples. Rework the outline and the section on the future.

Overall comments  
you have not explained/answered your research question. You must do so by going <sup>back</sup> to your ~~own~~ outline and revising it and by reworking the information you have. You have too much description. Make sure you are citing the source of your information. Are your words.

# Using the Comment Function



**Research Question:** Is the hospitality industry effectively protecting its customers from cyber crime?

**Thesis:** The hospitality industry is one of the most affected sectors in the economy by cyber criminals. In 2015, the hotel industry suffered unprecedented cyber attacks due to the lack of secure systems that protects the data collected from their customers. Most reservations and payments are done electronically, making this industry one the biggest sources of credit card information. Increasingly sophisticated hacking software, lack of training to fight cybercrime and lack of severe punishment by authorities to cybercriminals; have made the Hospitality industry one an easy target that hackers and other cybercriminals are exploiting more and more.

**Outline:**

## Introduction

### **I. Understanding Cybercrime in the Hospitality Industry**

- What is cybercrime
- Different cybercrime modalities
- Most common software used by cybercriminals

### **II. Cybercrime in the Hospitality Industry**

- Vulnerability in systems used by Industry
- Credit card and loyalty programs hacking
- Fake online hospitality agencies

### **III. Why is the Hospitality Industry particularly vulnerable to Cybercrime**

- Mixed business models makes industry vulnerable
- Lack of secure systems
- Lack of training
- Lack of punishment by law enforcement

### **IV. Suggested Recommendation ways to Improve**

- Investment in more secure hotel systems
- Improve training in the I.T. and front of house departments
- Implement credit card chips (EMV) and tokenization

## Conclusion

**Commented [SP1]:** It is the industry that is affected as a whole e

**Commented [SP2]:** What is your source? How do you know it was unprecedented? This is not common knowledge.

**Commented [SP3]:** You need a few more words to explain why the hospitality is vulnerable to cybercrime.

**Commented [SP4]:** Is your paper about hotels and restaurants? What is the hospitality industry. You will need to define it and give some background on the industry What would the reader want to know about the industry?

Is this the best heading? Is it only cybercrime you will discuss here? Think logically about how you are placing headings and subheads. Remember to groups like ideas.

**Commented [SP5]:** These do not seem to be in the right place. Similar to III. You need a few more words to explain why the hospitality industry is vulnerable to cybercrime. Do not overlap.

**Commented [SP6]:** Should this be II instead of III? You are asking a question in your heading and that is not the style of the other headings (See Subordination and Parallelism in the PowerPoint AND your notes)

**Commented [SP7]:** Improve what?



# What Next

- Populate OpenLab site
- Design rubric for peer-review
- Share new techniques with instructors
- Develop more resources