**USF Sarasota-Manatee College of Hospitality and Technology Leadership**

**HFT 4945 – 3 Credit Hours**

**Hospitality Leadership & Advanced Internship**

**Spring Semester 2015, USF Sarasota-Manatee**

**Instructor:** Keith A. Barron, J.D., Esq.

**E-Mail:** kbarron@sar.usf.edu

**Classroom:** Twice per semester – A221

**Time:** Thursdays, 11:00 AM – 1:45 PM

**Office:** Sarasota Campus - A315

**Office Telephone:** (941) 359-4449

**Office Hours:** Wed. 1-3 & by appointment

**Internship Coordinator:** Ana DeShields

**E-Mail:** adeshiel@sar.usf.edu

**PREREQUISITES:** Senior Status/Faulty Approval - students should be in their last academic semester at USF and have completed all or most of their course work. Under exceptional circumstances, the Internship may be taken concurrently with up to three other courses upon consent of the Course Professor and the business sponsoring the internship. Students must be in good academic standing with the University and the College of Hospitality and Technology Leadership and a copy of unofficial transcript(s) may be required.

**COURSE DESCRIPTION:** Coordinated hospitality training combines practical experience with didactic academic analysis of leadership principles, theory, and standard leadership practices of the hospitality industry applied to operational situations.

**COURSE TOPICS:**

This course will cover the following content areas:

1. Leadership Theories
2. Leadership Principles
3. Leadership in the Hospitality Industry

**COURSE OBJECTIVES:** Enhance students’ leadership skills through readings, case studies, and internship experience. Build students’ communication and problem solving skills.

**BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT MISSION STATEMENT:** The Bachelor of Science in Hospitality Management in the College of Hospitality and Technology Leadership at the University of South Florida Sarasota-Manatee prepares graduates for global leadership positions in the hospitality industry through foundational knowledge of hospitality operations and experiences that promote diversity, ethical responsibility, lifelong learning, and community engagement.

**BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT PROGRAM LEARNING OUTCOMES (PLOs):**

1. Identify and apply business concepts and skills relevant to the operational areas of hospitality management.
2. Describe and apply the fundamental principles of leadership and model the behavior of effective leaders.
3. Demonstrate effective communication skills.
4. Analyze information and make ethical decisions using critical thinking and problem solving skills.
5. Embrace and promote diversity, community engagement, and lifelong learning.

**COURSE STUDENT LEARNING OUTCOMES:**

Upon completion of this course, students will be able to:

1. Identify and apply business concepts and skills relevant to the operational areas of hospitality management; (Aligns with PLO 1)
2. Demonstrate the leadership ability to provide incentives that will motivate empowered employees to deliver unsurpassed guest service; (Aligns with PLO 2)
3. Design specific delivery systems that translate plans, employee skills, and resources into an experience that meets guest expectations and perhaps even “wows” the guest; (Aligns with PLO 2)
4. Describe, inspire, challenge, and create a shared purpose among employees; (Aligns with PLO 2)
5. Demonstrate the ability to convey the importance of trust and empowerment to all employees; (Aligns with PLO 3)
6. Develop an organized, structured, and well-written case study response with clear focus and mechanical correctness that demonstrates effective written communication skills; (Aligns with PLO 3)

7. Defend a leader employed in an open-door policy where the employee challenges leadership authority, refuses discipline and exhibits insubordination; (Aligns with PLO 4)

8. Evaluate the benefits in employing a diverse, non-discriminatory workforce, by tapping all available segments of the general labor pool. (Aligns with PLO 5)

REQUIRED TEXT

CANVAS USE:
The class syllabus is posted in CANVAS, an online course management system. In this class CANVAS will be used for course announcements, grading, assignment information, assignment submission, and some assessments.

Information on how to use CANVAS is available at:
http://www.sarasota.usf.edu/Academics/DE/current_students.php
Other sources for assistance are the toll-free hotline, (866) 974-1222 or the live online help site:
http://usfsupport.custhelp.com/app/chat/chat_launch

COURSE CONTENT
This internship is considered a Practical Training Special Project and Capstone Course. The sponsoring firm identifies specific focus and job-related goals. The internship and resulting projects are to be in addition to the normal job responsibilities in a hospitality business. The internship is intended to provide supervision and structure in the work environment, while offering the student opportunities to demonstrate mastery of academic skills to insure success in the hospitality industry.

The search for an internship is the student’s responsibility. However, the College of Hospitality and Technology Leadership, along with internship coordinator Ana Deshields, and Toni Ripo in the career center on the USF Sarasota-Manatee campus, will post positions and provide assistance. Any student unable to find an internship should contact the Professor who will attempt to further secure the student an internship. If the student ultimately cannot obtain an internship, the student must arrange with the Professor to take an incomplete or drop the course. Students who have difficulty in arranging an appropriate internship prior to the last day to drop a class for the semester can arrange with the Professor to continue the pursuit of an internship program beyond that date without having to drop the course.

To request approval of internships, students should prepare an internship application in the format contained at the back of this syllabus.

The internship must consist of a minimum of 300 documented work hours (either on a paid or unpaid basis). Upon completion of the internship, students must submit all case study responses with time sheets or proof of internship hours on the day of the comprehensive, capstone exam, which will be given during final exam week (specific date of test will be announced by the Professor). Students must submit this exam, the case study responses, and all original documentation before the professor submits a final grade.

GRADING AND EVALUATION:
The Case Study Responses will be graded with the following items of critical importance:

1. Organization and presentation of the responses, including grammar, spelling, content, and graphics.
2. Quality and depth of analysis of the problem or subject of each case study.
3. Quality and depth of the findings and conclusions related to the case studies.
4. Quality and depth of recommendations, if any.

The final grade will be derived from three components of student performance:

<table>
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<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Contact with Professor during semester</td>
<td>10%</td>
</tr>
<tr>
<td>Case Study Responses (4)</td>
<td>45%</td>
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<tr>
<td>Internship Employer Evaluation form</td>
<td>45%</td>
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<tr>
<td>TOTAL:</td>
<td>100%</td>
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</table>
The final grade will be Satisfactory (S) or Unsatisfactory (U) for the overall evaluation of the student’s performance. It should be noted that grading of the case study responses may not include detailed comments on the responses themselves.

**Contact with Professor - 10%**
Students must communicate with the Professor via e-mail at least twice per month. These emails must serve as updates regarding the status and progression of each student’s internship experience. Students who do not contact the professor on a regular basis will not obtain credit for the class.

**Case Study Responses – 45%**
There are four (4) case studies posted in the syllabus (approximately one per month). Each case study will address a different Program Learning Outcome and will include questions that must be answered in the form of an essay “Response.” **One Hard Copy of Each Response** must be submitted to the Professor at the final class meeting - when submitting Final Responses, **please do not put them in covers**. The text of each response must be a **minimum of four (4) pages and a maximum of five (5) pages in length with 1 ½ spacing between lines and one-inch margins on all sides**. Your responses must include reasoning and analyses of each question asked relating to the case studies. Use your internship experience, academic experience, and **a minimum of two research sources per case study**. All sources must be cited using APA format. Each response must be uploaded to CANVAS as a Microsoft Word document by the date indicated with each case study. Late responses will not be accepted.

**Internship Employer Evaluation Form – 45%**
The Internship Evaluation Form completed, reviewed and signed by the immediate supervisor or human resources department must be included (form attached).

**Time Sheets** – (template attached) that have documented hours of the internship must be submitted with the final documentation.

**Capstone Exam** - Students are required to take a Capstone Exam upon the completion of the internship. This is an assessment tool of student learning in all hospitality courses and will not count towards the internship grade.

**Disputing a Grade**
Every student has **two weeks** after receiving a graded assignment to dispute the actual grade. Specific or detailed grading issues are not discussed over email due to FERPA regulations. If you need to discuss a grade on an assignment please make an appointment with your instructor to meet on campus. Prepare an explanation for why you believe there is an error before coming to this meeting. Also, make sure to bring the graded assignment with you to the meeting.

*Students do not have permission to sell notes or tapes of class lectures. Students are not permitted to use smart phones to text or “surf” the web during class unless there is an emergency. Students may use laptop computers to type notes but may not “surf” the web during class.*

**DUE DATES TO REMEMBER**
Remember all of these documents need to be kept in original form by the student and be submitted to the professor at the end of the semester. The copies can be submitted electronically when initially due (i.e. CANVAS), however, originals **are required at the end of the semester.**

**Memorandum to the Professor:** By the end of the first week of the class (16 January 2015). Submit via CANVAS under the correct uploading slot.
**Internship Site Supervisor Form:** By the end of the second week of the class (23 January 2015) Scanned or photographed copy must be submitted via CANVAS under the correct uploading slot.
**Time Sheets:** Original copies must be submitted on 23 April 2015.
**Internship Evaluation:** 23 April 2015 - Hard copy with original signature must be submitted.
**Final Case Study:** 23 April 2015—one hard copy of each must be submitted. Also, a soft copy must be submitted via CANVAS.
**Capstone Exam – 23 April 2015**

**All original documentation must include original signatures where required.**
COURSE SCHEDULE:
Please see the detailed course schedule at the end of this syllabus. Any changes to the schedule will be announced in class or through CANVAS.

USFSM Policies

A. Academic Dishonesty: The University considers any form of plagiarism or cheating on exams, projects, or papers to be unacceptable behavior. Please be sure to review the university’s policy in the catalog, USFSM Undergraduate Catalog or USFSM Graduate Catalog, the USF System Academic Integrity of Students, and the USF System Student Code of Conduct.

B. Academic Disruption: The University does not tolerate behavior that disrupts the learning process. The policy for addressing academic disruption is included with Academic Dishonesty in the catalog: USFSM Undergraduate Catalog or USFSM Graduate Catalog, USF System Academic Integrity of Students, and the USF System Student Code of Conduct.

C. Contingency Plans: In the event of an emergency, it may be necessary for USFSM to suspend normal operations. During this time, USFSM may opt to continue delivery of instruction through methods that include but are not limited to: CANVAS, Elluminate, Skype, and email messaging and/or an alternate schedule. It’s the responsibility of the student to monitor CANVAS site for each class for course specific communication, and the main USFSM and College websites, emails, and MoBull messages for important general information. The USF hotline at 1 (800) 992-4231 is updated with pre-recorded information during an emergency. See the Safety Preparedness Website for further information.

D. Disabilities Accommodation: Students are responsible for registering with the Office of Students with Disabilities Services (SDS) in order to receive academic accommodations. Reasonable notice must be given to the SDS office (typically 5 working days) for accommodations to be arranged. It is the responsibility of the student to provide each instructor with a copy of the official Memo of Accommodation. Contact Information: Pat Lakey, Coordinator, 941-359-4714, plakey@sar.usf.edu, www.sarasota.usf.edu/Students/Disability/

E. Fire Alarm Instructions: At the beginning of each semester please note the emergency exit maps posted in each classroom. These signs are marked with the primary evacuation route (red) and secondary evacuation route (orange) in case the building needs to be evacuated. See Emergency Evacuation Procedures.

F. Religious Observances: USFSM recognizes the right of students and faculty to observe major religious holidays. Students who anticipate the necessity of being absent from class for a major religious observance must provide notice of the date(s) to the instructor, in writing, by the second week of classes. Instructors canceling class for a religious observance should have this stated in the syllabus with an appropriate alternative assignment.

G. Web Portal Information: Every newly enrolled USF student receives an official USF e-mail account. Students receive official USF correspondence and CANVAS course information via that address.

H. Student Wellness: The Counseling and Wellness Center is a confidential resource where you can talk about incidents of sexual harassment and gender-based crimes including sexual assault, stalking, and domestic/relationship violence. You can receive assistance in confidence. This confidential resource can help you without having to report your situation to the Office of Student Rights and Responsibilities (OSSR) or the Office of Diversity, Inclusion, and Equal Opportunity (DIEO); unless you request that they make a report. Please be aware that educators must report incidents of sexual harassment and gender-based crimes including sexual assault, stalking, and domestic/relationship violence. If you disclose any of these situations in class, in papers, or to me personally, I am required to report it to OSSR or DIEO for investigation. The Deputy Coordinator for USFSM is Mary Beth Wallace, AVP for Student Enrollment, Engagement and Success, 941-359-4330 or marybeth@sar.usf.edu. Other number and resources:
- Counseling Center and Wellness Center 941-487-4254
- Victim Advocate (24/7) 941-504-8599

List of off-campus resources:
- Hope of Manatee: 941-755-6805
- Safe Place & Rape Crisis Center (SPARCC) – Sarasota: 941-365-1976
- First Call for Help-Manatee: 941-708-6488 -Sarasota & North Port 941-366-5025
- Manatee Glens: 941-782-4800

EMAIL ETIQUETTE
- You are expected to communicate in a professional manner. Email communication should be courteous and respectful in manner and tone. Do not send emails that are casual or demanding.
- Please include the course number (HFT 4945) in the subject line of the email.
- Please use a proper greeting in your email, e.g. Dear ….
- Please do not expect an immediate response via email (typical response time will be within two business days). If your email question is sent at the last minute (e.g. shortly before an assignment is due) it may not be possible to send you a response before the due time.
The following course schedule is subject to change. Please pay attention to updates delivered on CANVAS.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignments / Important Dates</th>
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<tbody>
<tr>
<td>Jan. 8</td>
<td>First Class&lt;br&gt;First Case Study – “The Slacker” – Case #24 – PP. 66-67</td>
<td>First Case Study Response due in soft copy to Professor via CANVAS ---- no later than Jan. 29</td>
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<td>Jan. 29</td>
<td>Second Case Study – “The Six Leadership Styles” – Case #19 – PP. 55-56</td>
<td>Second Case Study Response due in soft copy to Professor via CANVAS ---- no later than Feb. 19</td>
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<tr>
<td>Feb. 19</td>
<td>Third Case Study – “The Cake Order” – Case #69 – PP. 188-189</td>
<td>Third Case Study Response due in soft copy to Professor via CANVAS ---- no later than March 26</td>
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<td>March 26</td>
<td>Fourth Case Study – “I Am Just Not Comfortable Talking to You!” – Case #53 – P. 148</td>
<td>Fourth Case Study Response due in soft copy to Professor via CANVAS ---- no later than April 23</td>
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<td>April 23</td>
<td>Final Class&lt;br&gt;Final Class&lt;br&gt;Final Documentation Submission</td>
<td>Capstone Exam&lt;br&gt;Final Documentation Submission</td>
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MEMORANDUM

To: Professor’s Name

From: Student’s Name and Student Number

Subject: Internship

Headings:

Company: State all of the pertinent information about your employer – include the name of the company, address, name of supervisor, title, supervisor’s phone number and e-mail address, number of hours you work per week, your title, your work number and your e-mail address.

BRIEFLY describe what type of hospitality business in which your company is engaged. What do they do? Whom do they serve? What are your expectations for gaining new hospitality business experience this semester in this internship?

Internship Position: Describe, in as much detail as possible, your work responsibilities. What routine jobs do you perform? What special projects are you directly involved in? Describe in detail your internship. Include a description of the purpose, your job description, its objectives, and all material facts surrounding the internship.

The following sentence must appear at the end of your application and be signed:

“I have read the grading and format sections, the course requirement in the syllabus, and the attachments to the syllabus and I understand these sections thoroughly.”

______________________________   _______________
Student Signature         Date
To Be Completed by the Student in Consultation with the Internsite Supervisor

<table>
<thead>
<tr>
<th>Student:</th>
<th>Email:</th>
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<tbody>
<tr>
<td>Name of Company:</td>
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<td>Address:</td>
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<tr>
<td>Contact Person:</td>
<td>Email:</td>
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Course Number: HFT 4945  Course Credits: 3  Semester and Year: |

Professor Name: Keith A. Barron, Esq.

Intern-site Supervisor: |

Term of Internship: FROM / / TO: / / |

Hours per week: |

Title of Internship position: |

Goals of Internship: |

Duties of the Student: |

Benefits to the Student: |

FINAL SIGNATURES:  (Student, Employer Internship Supervisor & Professor)

1. **Supervisor:**
   Supervisor Name & Title: _______________________________ Phone: ____________________
   
   *Internship Supervisor Signature*  Date: |

2. **Student:**
   Student Name: _____________________________________ Phone: _____________________
   
   *Student Signature*  Date: |
   Student is to sign at time of evaluation by internship reviewer. Student may comment below. |
   
   **STUDENT COMMENTS: (OPTIONAL)** |
   Any comments concerning this internship may be stated here. |
   
   __________________________________________ |

3. **Internship Professor:**
   
   *Professor Signature*  Date: |
Internship Time Sheet

Student Name: ______________________________ Semester____________ Year ____________

<table>
<thead>
<tr>
<th>Date</th>
<th>Hours Worked</th>
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TOTAL HOURS:

Supervisor Name____________________________________
Signature__________________________________________
Telephone #__________________________ Email: ___________________________________
### INTERNSHIP EVALUATION

(To be completed by the Intern’s Supervisor)

Date: __________________________________________________________

Intern Name: ______________________________________________________

Supervisor’s Name & Title: __________________________________________

Department: _______________________________________________________

Describe the responsibilities and duties of the student during the internship.

---

**Performance Review:** Please rate the intern on their performance in the following areas as observed during the internship. Please rate the intern on their knowledge and skills in each of the following areas. If the student was not able to demonstrate their knowledge and skills in a certain area, please mark N/A.

<table>
<thead>
<tr>
<th>Intern Performance Indicators</th>
<th>Outstanding</th>
<th>Strong</th>
<th>Satisfactory</th>
<th>Unsatisfactory</th>
<th>N/A</th>
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<tbody>
<tr>
<td><strong>Professionalism:</strong> Consider how well the intern represents your company (interacting with management, employees, and guests).</td>
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<td><strong>Time Management:</strong> Consider how well the intern organizes assignments with productivity and punctuality.</td>
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<td><strong>Critical Thinking Skills:</strong> Analyze information and make decisions using critical thinking and problem solving skills</td>
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<td><strong>Communication Skills:</strong> Consider the student’s ability to communicate, demonstrating clear and concise thought.</td>
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<td><strong>Leadership:</strong> Models the behavior of an effective leader.</td>
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<td><strong>Guest Service:</strong> Goes above and beyond to provide superior guest service.</td>
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<td><strong>Diversity:</strong> Interacts with diverse people, cultures, and situations in a respectful and engaging manner.</td>
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<td><strong>Ethics:</strong> Treats guests, leadership, employees, and staff in an ethical manner.</td>
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<tr>
<td><strong>Knowledge and Skills</strong></td>
<td>Outstanding</td>
<td>Strong</td>
<td>Satisfactory</td>
<td>Unsatisfactory</td>
<td>N/A</td>
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<tr>
<td><strong>Hospitality Operations Management:</strong> Apply business concepts and skills relevant to the operational areas of hospitality management.</td>
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Marketing and Sales: Ability to evaluate and reflect on the sales and marketing practices and plans for hospitality and tourism businesses.

Finance and Accounting: Ability to apply financial & accounting principles to the hospitality industry.

Human Resources: Practical application of the theoretical aspects of human resource management in the hospitality industry.

Information Systems: Theoretical understanding and practical application of information systems and technologies commonly used in the hospitality industry.

Restaurant/Catering/Food Production: Knowledge and skills of front & back of the house duties.

Employment Questions:

1. If a full-time position were available, how likely would you be to hire this USF hospitality intern?
   - Extremely Likely
   - Very Likely
   - Somewhat Likely
   - Not Likely
   - Don’t Know

2. How ready do you feel this USF hospitality intern is for a leadership position?
   - Extremely Ready
   - Very Ready
   - Somewhat Ready
   - Not Ready
   - Don’t Know

Supervisor’s Signature: _________________________________________________

Date: ______________________