**UNIVERSITY OF NORTH TEXAS**

**COLLEGE OF MERCHANDISING, HOSPITALITY & TOURISM**

**Fall 2025**

**HMGT 4860 - Hospitality Business Strategies**

**Class Meeting – Wednesday 5:30-8:20**

**Room: Chilton 387**

**Joe O’Donnell, Ed.D.**

***Principal Lecturer Hospitality & Tourism***

***University of North Texas***

**Office: Chilton Hall 359 e**

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*Celll: 832.334.9360*

*Office Hours: 3:00 – 5:00 PM*

*Wednesdays or by Appointment*

***\*Prerequisites: MUST have taken ALL Prerequisites! In addition, you must have seen your academic advisor and been approved for the Capstone Course.***

# Required Text:

* Enz, C. (2010). *Hospitality strategic management: Concepts and cases* (2nd ed.). Hoboken, NJ: John Wiley & Sons, Inc.
* Assigned Readings (Journal Articles), PowerPoint’s™, Case Studies, & Data Sets, and Other Class Materials will be distributed via Learn in PDF format unless otherwise stated.

## Suggested Textbook:

* + American Psychological Association. (*2020) Publication Manual of the American Psychological Association* (6th Ed.). Washington, DC: American Psychological Association.

# Course Description

The course provides students with a comprehensive study, strategic management, leadership, and

analysis of the hospitality manager’s role in a successful hospitality operation. This course was designed as the “*capstone course*” of the hospitality management program.

# Learning Outcomes (Upon completion of this course, students will be able to):

* Use case study analysis and discussion to apply critical thinking and strategic planning processes for a hospitality operation.
* Develop a personal leadership style for managing hospitality organizations.
* Use spreadsheets to build a financial business plan for a hospitality operation.
* Develop a human resources business plan for a hospitality operation.
* Develop a marketing plan for a hospitality operation.
* Address hospitality cost control issues on labor management.
* Analyze legal and ethical issues in hospitality management.
* Analyze problems and create solutions from the executive management perspective.
* Analyze business strategies from both the corporate and entrepreneurial perspectives.
* Create a final business plan (team project) as an outcome

This class combines lectures, tests, case studies, research assignments, data sets, student presentations, and class discussions. In addition, terms and take-home problems will be required to enhance the

student’s application and retention of the material.

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| **Course Requirements:** | | | | | | |  | | | | |
|  | 1. | | **Written Assignments:** | | | | | |  | | |
|  | | * Students must submit two written assignments and deliver one presentation throughout the course. * Assignments will draw from course readings, interactions with industry, current events, and classroom discussions. * Refer to the "Submission of Written Assignments" section (p. 3) for submission guidelines and the "Grading Rubric" (p. 4) for content development criteria. * *Details for each assignment will be provided during lectures*. * *Each assignment carries 100 points.* | | | | | | | | | |
|  | 2. | | **Examinations:** | | |  | | | | | |
|  | | | | * There will be three examinations during the semester, labeled Exam I, II, and III. * Each exam will encompass class materials, chapter readings, and other pertinent resources. * *Your final grade calculation will include the three exams.* * Exams will cover lectures, readings, industry engagements, class activities, chapter quizzes, assignments, videos, additional reading materials, guest lectures, and other designated sources. * *Each exam is worth 100 points.* | | | | | | | |
|  | 3. | | **Comprehensive Final Examination:** | | | | | | | |  |
|  | | | | * This exam will encapsulate all textual content from the course. * *The Comprehensive Final Examination represents 100 points.* | | | | | | | |
|  | 4. | | **Quizzes:** | |  | | | | | | |
|  | | | | * Students are expected to complete online chapter quizzes based on the course readings. * Quizzes are due in the subsequent class after being assigned. * Completion and submission are essential for securing full credit. * *Quizzes contribute 260 points.* | | | | | | | |
|  | 5. | | **Class Discussions:** | | | | |  | | | |
|  | | | | * Active participation in discussions grounded in assigned readings and course materials is crucial for full credit. * Class discussions will focus on critical topics from chosen readings and current events. * *In-class discussions constitute 100 points.* | | | | | | | |
|  | 6. | | **Extra Credit Opportunities:** | | | | | | |  | |
|  | | | | * There *may be* opportunities for extra credit throughout the semester. Further details will be provided during class sessions. | | | | | | | |
|  | 7. | | **Class Attendance:** | | | | |  | | | |
|  | | | | * Regular attendance is crucial for successful course completion. * *\*Refer to the "Responsibilities of Students" subsection under "Class Policies and Instructor’s*   *Expectations" in the syllabus for more details.* | | | | | | | |

Access the course materials on our Canvas webpage at [<https://unt.instructure.com/>]. To sign in, use your UNT Login credentials. Canvas is designed to facilitate the delivery of course content, streamline communication, and provide pertinent resources. Features available on the Canvas site include:

* : Outline of the course structure, objectives, and expectations.
* : Relevant PowerPoint slides used in lectures.
* : This section houses class notes, supplemental readings, guidelines for team projects, take-home assignments, and quizzes.
* **Grades**: Track your performance here, including attendance records, quiz and test scores, extra- credit achievements, and project details.
* **Discussions**: Engage in conversations about current topics, share ideas with peers, and collaborate with peers.

**Resources**

**Presentations**

**Syllabus**

**Course Webpage & Digital Communication**

* **Messaging**: Use Canvas's built-in messaging system for direct communication with classmates, faculty, and the TA.

The course pages on Canvas are only open to registered students and can only be used for this course. You are expected to check the site regularly. *I strongly recommend you check your student* ***UNT e-mail and Canvas Messages regularly****. I may announce the cancellation of a class, a change of class time and room, and other vital information, especially if they're in the event of a campus closure.*

# Grade Breakdown:

*Your course grade will be based on earned point total as a % of total possible.*

Assignments (*Three*) 300 Total (100 *Each*)

Exams  *300* Total (100 *Each*)

Comprehensive Exam 100 Total

Quizzes 260 Total

Discussion 100 Total

**Total Points 1060**Total

**Grading Scale:**

|  |  |
| --- | --- |
| A | 90% - 100% |
| B | 80% - 89.9% |
| C | 70% - 79.9% |
| D | 60% - 69.9% |
| F | <60% |

**Submission Guidelines for Written Assignments**

1. **Submission Process**:
   * *Default method:* Hand your assignments directly to the instructor unless directed otherwise.

# Late Submissions:

* + 24-hour grace: Assignments won't be accepted if they are over 24 hours late from the due date.
  + Up to 48 hours late: Assignments will incur a 20% (20 points) penalty for each day late.
  + Beyond 48 hours: If the assignment is not submitted within 48 hours of the due date, it will be graded as "0."

# Evaluation Criteria:

* + Assignments will be assessed based on content quality, comprehensiveness, presentation, grammatical accuracy, and adherence to APA guidelines.

# Format & Presentation:

* + Assignments should be professionally typed.

[APASTYLE.ORG](http://www.apastyle.org/)

* + Always cite references in APA format. For guidance on APA, refer to provided two-page handout.
  + Prior to submission, ensure thorough proofreading.

# Specific Formatting:

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* + *Title Page*: Center the paper's title. In the upper right corner, include your name, course name and number, instructor, and date.

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| *Printing* | |  | |
| *Margins* | |
| *Spacing* | |
| *Font* | : Use size | | |
| *Page Numbers* | | | |
| *References* | | |  |

* + : Only use single-sided printing.
  + : Maintain a one-inch margin on all sides.
  + : Double-space the entire document, except for the title page.
  + 12 and stick to standard fonts like Arial or Times New Roman.
  + : Center them at the bottom of each page, excluding the title page.
  + : Ensure they're in APA format. If requested, provide copies of all referenced materials with your paper.

*Please note: Assignments not adhering to these guidelines will face point deductions. It's crucial to follow the provided format meticulously.*

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| **rading Rubric for Project Paper (*Total: 100 Points*)** | | | | | | | : |
|  | 1. | **Technical Precision (20 points)** | | | : | | |
|  | | | * Deductions will occur for errors in grammar, citations, word choice (diction), spelling, punctuation, or overall format. | | | | |
|  | 2. | **Content Quality (60 points)** | | : | | | |
|  | | | * Evaluation will focus on the depth of coverage, analysis, and coherent summary/discussion of the topic. | | | | |
|  | 3. | **Originality & Personal Insight (20 points)** | | | | : | |
|  | | | * Marks are awarded for the unique thoughts and perspectives the student brings to the paper. | | | | |

# Class Policies and Professor’s Expectations

The University’s expectations for student conduct apply to all instructional forums. The Code of Student

Conduct is located at <https://policy.unt.edu/policy/07-012>.

# Course Professionalism and Decorum

Everyone must remain professional in all verbal and written interactions related to this course, whether in class or online. Specifically:

* Abstain from using any language that may be deemed abusive or offensive. The instructor will determine the appropriateness of the language.
* Any breach of these guidelines will lead to temporary suspension from the course until the instructor resolves the issue.

Your professional demeanor during your academic journey heavily influences your future career achievements. Hence, it's expected that all students:

* Display mature and professional conduct in all facets of the course.
* Attend each class session, participate constructively in discussions, contribute positively to the class environment, and complete assignments punctually.

Your final grade will reflect the professionalism you demonstrate throughout the course. To ensure a professional classroom atmosphere, kindly adhere to the following guidelines:

* Finish course assignments and participate in discussions promptly, preferably before the next class.
* Complete all reading assignments before the class they pertain to.
* Engage fully in lectures, guest talks, videos, and discussions. Take meaningful notes and actively partake in classroom tasks and conversations.
* Collaborate effectively and supportively with group members if you are part of a team.
* Any form of academic dishonesty will not be tolerated.
* Feel free to ask questions, but please keep them relevant and concise.
* Any inappropriate behavior in class will result in suspension from the course until the issue has been addressed and resolved.

# Student Responsibilities:

1. *Classroom Etiquette*: Maintain behavior that ensures a conducive learning environment for everyone.

## Attendance: Ensure regular class attendance. Note that each unexcused absence will result in a deduction of 2.5% from your final semester grade.

1. *Course Commitments*: Complete all course requirements, including reading assignments, case studies, and other tasks before each class. You must complete these commitments to ensure your final grade.

*University Regulations*

*Timely Submission*

otherwise.

: Adhere to the academic and student guidelines set forth by UNT.

: Turn in assignments at the beginning of the class period unless specified

# Final Exam Policy

Final exams will be administered at the designated times during the specified day of each semester. Please check the course calendar early in the semester to avoid any conflicts.

# Technology in the Classroom:

1. *Mobile Phones and Electronic Devices: As you enter the classroom*, *please turn off or set your mobile phones and other electronic devices to silent or vibrate mode*. This helps minimize disruptions and allows everyone to engage in the course thoroughly.
2. *Approval for Technological Equipment*: The instructor must approve using technological equipment in the classroom. If you need computers, projection equipment, or any other technology for presentations or demonstrations, please submit your request at least two (2) class periods before the scheduled class. This allows us to make appropriate arrangements and ensure the smooth facilitation of your presentation or demonstration.

To ensure a conducive learning environment, kindly follow these guidelines regarding the use of electronic devices and technological equipment in the classroom:

## Tentative Class Schedule Statement and Revision of Class Schedule

Please note that the course syllabus is tentative and subject to change. While I have made every effort to provide a comprehensive outline of the course content and schedule, adjustments may be necessary throughout the semester to accommodate unforeseen circumstances and student needs or to enhance the learning experience.

I will promptly communicate any syllabus changes in class or through the Canvas course management system. You must regularly check for updates and review any revised materials to stay informed about the course expectations, assignments, readings, and assessments. Your feedback and input are valuable, and I encourage you to actively participate in class discussions and provide suggestions or concerns regarding the course structure or content. Together, we can create a productive and engaging learning environment that meets the needs of all students.

I appreciate your understanding and flexibility as we navigate the course content. Please don't hesitate to reach out if you have any questions or require clarification on any aspect of the syllabus. I am committed to your success and look forward to a rewarding semester.