

## College of Hotel Administration Faculty Institute on Core Course Design

**Application Deadline November 30, 2010**

### **Eligibility**

The Institute invites applicants to participate in a Faculty Institute for the design of the new College of Hotel Administration core courses, including the development of learning outcomes, syllabi, assignments, and student performance expectations.

The program seeks faculty who...

- are teaching/coordinating or wish to teach one or more of the proposed new College of Hotel Administration core courses or a capstone course
- are interested in utilizing high impact learning experiences in the development of the courses
- want to exchange teaching ideas with colleagues
- are interested in offering greater opportunities for student engagement
- will meet the commitments outlined for Fellows

Core Courses:

**Introduction to Hospitality:** This course will facilitate the acquisition of the academic success skills and professional behaviors necessary to be successful in the hospitality industry, as well as the knowledge necessary to begin to chart their future career direction.

**Leadership, Management and Ethics:** This new course will provide a foundation in three areas that have been identified as core competencies for all hospitality students. It will provide all students with a common understanding and awareness which can be developed in upper level classes without having to teach basic level concepts. In addition, the course will help develop critical thinking and communication skills, social, cultural and environmental sustainability.

**Introduction to Financial Accounting:** This is envisioned as providing a foundation for understanding the financial statement of the firm, from the double entry system of accounting through the accounting cycle. Other major components of the course include an explanation of the three major financial statements and forecasting/budgeting (a new addition).

**Human Resources:** This 3 credit course would build a foundation in three areas, followed by applications in the workplace. The three areas are human resources, legal issues and social responsibility.

**Hospitality Law:** The purpose of this course is to provide a foundation and functional understanding of the basic legal rules, procedures and liabilities most frequently encountered by hospitality industry managers and executives. The course introduces a wide array of legal topics, but is primarily designed to develop the student's ability to identify, prevent and resolve common legal issues.

**Marketing:** Marketing is one of the most important managerial functions in business. It deals with acquisition of new customers and retention of existing customers. To help an organization achieve its overall goals, marketing mix activities aim to identify target markets and find effective approaches to differentiate from the competition and position in the marketplace. Given the nature of hospitality and tourism products and services, it is essential to satisfy the customers and keep them coming back.

### **Commitments**

Fellows are committing to fully participate in the Institute held on campus from Monday – Thursday, January 10-13, 2012, including:

- attendance at all sessions from 9am-4pm each day, including lunch
- completion of independent work outside the session times
- availability for consultations outside the session times
- participating in three additional Friday morning sessions during Spring 2011
- contributing to Institute email exchanges, web sites, and public forums
- completing a revised course syllabus
- participating in evaluation of the quality and effectiveness of the Institute experience and the impact on student learning
- attending post-Institute events organized for the Fellows
- sharing their Institute experience with their colleagues.
- accept responsibility for working with PTI's assigned to teach the course to ensure learning outcomes for the course are met.

Sponsoring departments are expected to make a long-term commitment to institutionalize the redesigned courses and to offer them on a regular basis.

### **Selection Criteria**

No more than three participants for each core course and a capstone course will be selected. Final selection of successful candidates will be made by the Dean of the Hotel College and the Dean of Libraries. Criteria for selection include:

- currently teach or wish to teach one of the Hotel College's core courses
- evidence of leadership within the College or profession
- evidence of innovation or creativity in teaching
- a desire to participate in the Institute

Applications should:

- describe the courses currently taught by the applicant and how they relate to the new core courses
- include a copy of syllabi for courses taught within the last two academic terms (Spring and Fall 2010)
- describe applicant's activities that demonstrate leadership in the College or profession
- a statement as to why the applicant wants to participate in the Institute

### **Funding and Support**

The Institute funds up to eighteen Fellows selected competitively from the applicant pool.

Each Fellow will receive:

- A stipend of \$
- Individualized consultation services provided by academic support partners in the areas of research-based learning, critical thinking, library resources, assignment design, pedagogy, educational technology, course evaluation, assessment of student learning, collaboration with teaching assistants, and other aspects of course implementation.
- A liaison librarian who will partner with you at the Institute.

### **Questions?**

For additional information, contact:

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