

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: Professional Work Ethics in Hospitality

CODE NO. : HOS221 **SEMESTER:** 4

PROGRAM: Hospitality Management – Hotel and Resort

AUTHOR: Peter E. Graf M.B.A.

DATE: Dec. 2008 **PREVIOUS OUTLINE DATED:** Oct. 2007

APPROVED: "Penny Perrier"

	CHAIR	DATE
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TOTAL CREDITS: 3

PREREQUISITE(S): NONE

HOURS: 3 hours per week

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For additional information, please contact Penny Perrier, Chair
School of Continuing Education, Business & Hospitality
(705) 759-2554, Ext. 2754

I. COURSE DESCRIPTION:

This course will introduce students to the key components involved in correct business ethics. It will deal with identifying good ethical principles and compare to industry practises. It will guide the student from understanding of basic theories to analyzing case studies within different departments of the hotel/resort to developing, implementing and training of policies/best practises to ensure high ethical standards within the business.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Demonstrate a basic understanding and appreciation of ethical principles for hospitality managers.

Elements of Performance:

- Discuss the importance of ethics
- Discuss and analyze the main 10 ethical principles such as
 - ✓ Honesty
 - ✓ Integrity
 - ✓ Trustworthiness
 - ✓ Loyalty
 - ✓ Fairness
 - ✓ Concern and Respect for others
 - ✓ Commitment to excellence
 - ✓ Leadership
 - ✓ Reputation and Morale
 - ✓ Accountability

2. Identify and reason key elements of Ethical thought.

Elements of Performance:

Argue Meta-Ethics and Normative Ethics

Meta-ethics

- Subjectivism
- Emotivism
- Cultural Relativism
- Supernaturalism
- Intuitionism
- The Golden Rule

Normative Ethics

- Utilitarianism
- Social Contract Theory

- Categorical Imperative
- Virtue Theory

Compare Ethical Theories:
Consequentialism vs. Nonconsequentialism

Explain the Personal Strategic Planning model

3. Identify Ethics as applied in Operations

Elements of Performance:

Identify, discuss, and analyze ethical dilemmas within Hospitality departments such as within

- Front Office Management
- Housekeeping Management
- Sales and Marketing
- Facilities Management
- Foodservice Management
- Dining Room Management
- Bar and Beverage Management

4. Identify Ethics as applied in Management

Elements of Performance:

Identify, discuss, and analyze ethical dilemmas for management in reference to

- Human Resources
- Technology
- Cost Control

5. With keeping the previous learning in consideration the student will design systems to develop and systemize Ethical protocols within a department.

Elements of Performance:

Generate

- Codes of Ethics

And develop

- Training programs for Management and Employees for good Ethics Standards

III. TOPICS:

Note: These topics sometimes overlap several areas of skill development and are not necessarily intended to be explored in isolated learning units or in the order below.

1. Ethical Principles for Hospitality Managers
2. Ethical Thought
3. Making Proper Employment Selections
4. Ethics and Front Office Management
5. Ethics and Housekeeping Management
6. Ethics and Sales and Marketing
7. Ethics and Facilities Management
8. Ethics and Foodservice Management
9. Ethics and Dining Room Service
10. Ethics and Bar and Beverage Management
11. Ethics and Human Resource Management
12. Ethics and Technology
13. Ethics and Cost Control
14. Developing Codes and Ethics and Ethics Programs
15. Training Management and Employees in Ethics

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Optional: Jaszay, C., Dunk, P. (2006). Ethical Decision Making in the Hospitality Industry. NJ: Pearson/Prentice Hall. ISBN: 0-13-113680-1

V. EVALUATION PROCESS/GRADING SYSTEM:

3 Tests (each worth 20 %)	60%
Project	20%
Student professionalism & participation (Dress code, attendance, conduct)	20%
Total	————— 100%

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	4.00
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50-59%	1.00
F (Fail)	49% or below	0.00

CR (Credit)	Credit for diploma requirements has been awarded.
S	Satisfactory achievement in field placement or non-graded subject areas.
U	Unsatisfactory achievement in field placement or non-graded subject areas.
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.
NR	Grade not reported to Registrar's office.
W	Student has withdrawn from the course without academic penalty.

ASSIGNMENTS:

Since one of our goals is to assist students in the development of proper business habits, assignments will be treated as reports one would provide to an employer, i.e. in a timely and businesslike manner. Therefore, assignments will be due at the beginning of class and will be 100% complete. All work is to be word processed, properly formatted, assembled and stapled prior to handing in. No extension will be given unless a valid reason is provided in advance.

TESTS:

If a student is not able to write a test because of illness or a legitimate emergency, that student must contact the professor **prior** to the test or as soon as possible and provide an explanation which is acceptable to the professor. In cases where the student has contacted the professor and where the reason is not classified as an emergency, i.e. slept in, forgot, etc., the highest achievable grade is a "C". In cases where the student has not contacted the professor, the student will receive a mark of "0" on that test.

SPECIAL NOTES:Dress Code:

All students are required to wear their uniforms while in the Hospitality and Tourism Institute, both in and out of the classroom. **(Without proper uniform, classroom access will be denied)**

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1101 or call Extension 493 so that support services can be arranged for you.

Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Communication:

The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course outline amendments:

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.