Hotel & Restaurant Management Program
Syllabus
HRMT5570: Global Hospitality

Instructor: Baker Ayoun, Ph.D.
Office: 360 Spidle Hall
Office Hours: Monday & Wednesday 1:30 - 3:00 p.m., or by appointment.
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Fax: (334) 844-3279
Email: bayoun@auburn.edu
Class Website: https://blackboard.auburn.edu/
Class Meetings: Monday & Wednesday, 3:00 - 4:15 p.m.; Spidle 336

Course Description:
Welcome to Global Hospitality.
Because of the continuing growth of international hospitality business, most hospitality professionals deal with the subject in some direct or indirect way. This course explores some of fascinating challenges of managing across countries. It aims to develop your understanding and appreciation of the strategic thinking and practices required to act internationally and to successfully conduct hospitality business with people, companies and governments in other countries. This course will also consider ways in which the major international business theories and behaviors may be adapted to ensure their application is carefully considered when applying the management theory in an international hospitality setting. This class will provide the background necessary to understand the international business environment, and will explore strategies for entering into international hospitality business and managing in the international business environment.

Course Objectives:
The main objectives of this course are to:

✓ Introduce students to the process of globalization and the implications of globalization for hospitality business firms and their managers.

✓ Explain how and why the world's countries differ.

✓ Present a review of the economies and policies of global trade and investment.

✓ Examine the different strategies that hospitality businesses can adopt to compete in the global marketplace and enter specific foreign markets.

✓ Explore the role played by marketing, operations, and human resource management within an international hospitality business context.
Required Textbook:
In cooperation with the publisher, a customized textbook has been made for this course. The textbook is available at AU bookstore and is composed of selected chapters from:

Additionally, some articles and cases will be provided as needed.


Office Hours:
The purpose of the office hours are to answer questions, assist students with course materials, and assist students in academic and career decisions. Please take advantage of my office hours. If you have class conflicts with my posted hours, I am available during scheduled appointments also. It is my goal that each of you succeeds in this course.

Grading:
The grading will be based on the following table:

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Points</th>
<th>Percentage</th>
<th>Grading Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classroom activities, home tasks, and quizzes</td>
<td>75</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Mid-Term Exam I</td>
<td>75</td>
<td>15%</td>
<td>90% - 100% = A</td>
</tr>
<tr>
<td>Mid-Term Exam II</td>
<td>75</td>
<td>15%</td>
<td>80% - 89.9% = B</td>
</tr>
<tr>
<td>Project Report &amp; Presentation</td>
<td>125</td>
<td>25%</td>
<td>70% - 79.9% = C</td>
</tr>
<tr>
<td>Final Exam (Comprehensive)</td>
<td>150</td>
<td>30%</td>
<td>60% - 69.9% = D</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100%</td>
<td>59.9 % or below = F</td>
</tr>
</tbody>
</table>

Classroom activities, home works, and quizzes: Several times during the semester, we will have a variety of class activities, home works, and/or quizzes. Specific guidelines for these activities will be provided in class.

Exams: There will be three exams during the semester: two midterm exams and a final exam. The mid-terms and final exams may consist of multiple choice, essay and true/false questions. Students are to bring all material they might need for the exam, including the scantrons.

Challenges of Doing International Business Paper: This is a team project (for graduate students, this project is to be done individually). Each team will choose a country of their choice (with the instructor’s consent), and then apply the material learned in class to its business environment. Examples of questions to think about may include, but is not limited to: What are
the unique challenges affecting its international business environment? What is the historic background of the challenges? What are the legal, political, economic, societal, issues that affect its international business climate? What do you think will happen in the future? It is suggested you complete your research as we go through each chapter; i.e., do not procrastinate. Of course, the Internet will provide a great deal of information but do not eliminate many other traditional methods of research such as personal experiences, first-hand observations, videos, etc.

Each student will be assigned to team. Professional teamwork behavior is expected. Teams may fire non-performing teammates using the three-strike rule disciplinary standard which consists of first a verbal warning, second a written warning and the third a meeting with the instructor where the teammate is dismissed from the team. Students who are dismissed from a team receive zero credit for the project and presentation. No make up projects are permitted. Teams having problems with non-performing teammates should address the problem as early as possible so as not to put undue pressure on the team and jeopardize the quality of the project. Teams are fully expected to deliver a superior project regardless of team personnel issues. Non-performance may include, but is not limited to team-members repeated poor attitude, missing meetings and assignments, and lack of communication and effort.

Make-Up Policy:
In fairness to all students, no individual will be allowed an opportunity to do additional work for extra credit in the course to make up for poor grades, missed exams, or other problems. Consequently, you should plan your study needs and time well in advance in order to earn the grade you wish when the standard opportunities are available. There is a sufficient volume of material in this course for you to compensate should you do poorly in a given area. In the event you have a valid excuse for your absence and missing an exam or an assignment, you will be required to show proof and documentation for any absence to be considered excused.

Extra Credit Policy:
In fairness to all students, no individual will be allowed an opportunity to do additional work for extra credit in the course to make up for poor grades, missed exams, or other problems. Consequently, you should plan your study needs and time well in advance in order to earn the grade you wish when the standard opportunities are available. There is a sufficient volume of material in this course for you to compensate should you do poorly in a given requirement.

Policies on Class Attendance
Class attendance is mandatory for this class and only official university excused absences (please refer to the Tiger Cub) supported by the relevant documentation will be accepted by the professor for non-attendance. All supporting documentation must be date stamped and turned to the professor at the beginning of the next class (no late excuses will be accepted). Students will be permitted ONE unexcused absence per semester. Each class missed thereafter without an official university approved excuse and supporting documentation will result in a letter grade deduction (one letter grade per class missed) at the end of each semester. In the event that a student misses more than three classes without an official university approved excuse and/or supporting documentation, this will result in an automatic fail grade for the class. Only missed work, including exams, due to an official university approved excuse (as defined in the Tiger
Cub) may be made up. Students are responsible for initiating arrangements for missed work due
to excused absences. The format and type of the make-up exams are at the instructor’s discretion.
If the absence is not excused, the student will receive a zero for the missed and/or late work.

Class attendance is a reflection of your responsibility, priorities, and the grade you receive in this
course. Because the successful completion of this course is tied to daily class material, any
absence in this class will result in a substantial loss of information and material for a satisfactory
evaluation. Class attendance indicates your enthusiasm toward learning and will reflect on the
grade you receive in this course. Although most of the material in the exams is covered in the
reading material, there will be additional material that is only covered in class. When a student
misses a class he or she not only misses the material covered in class that day, but also may fail
to see the overall picture as well.

Participation: For many students this course is their first exposure to international business,
and that can understandably be daunting. Please feel free to contribute to the class discussions
and to ask questions and make comments. Your participation in this course is critical to the result
you and others receive in this class. Participation will be evaluated according to your attendance,
assignments, and performance in class discussions. Part of being able to have good discussions is
having everyone prepared for class. Required readings should be completed before the
Corresponding lecture so that class discussion may flow easily. While you are reading, write
down any questions you have from the material, and ask them at the appropriate time during
lecture. Think of examples from your own experience (or from an article you read) and share
them with the class.

Class Behavior:
The quality of your future career depends on the degree of professionalism that you exhibit. It is
expected that students conduct themselves in a mature and professional manner in each class
session. Professionalism includes timely attendance and active participation in classes, timely
and thorough completion of assignments, the manner in which you act, courtesy towards
classmates and guest speakers, etc. During class, please respect other students’ right to a good
learning environment. This includes not talking or eating during lecture time, turning off cell
phones, and arriving to class on time. Respecting others and their opinions, whether you agree or
disagree, is very important. It is expected that each class member will be on time for the class to
allow students to have an uninterrupted environment. Late comers will not be allowed in class
after the instructor close the door. If a student needs to leave the class early, a pre-approval from
the instructor is required. Unprofessionalism will be recorded and penalized by deducting 10
points for every two incidents. These points will be deducted from the total points of the student.
Additionally, during exams all hats must be removed, books and notes must be stored in a
backpack or other container. No loose papers or books will be allowed on the floor, desk or
chairs.

Class Communications:
The instructor will communicate with students via AU email account and/or Blackboard
announcements for important announcements and reminders. To receive a response to your
email, make sure to include the class number (NUFS 5570/6570/6576) in the subject line, and
your first and last name typed at the bottom of your email. When sending an email to the instructor, use bayoun@auburn.edu, not through the Blackboard email account. All written work that is to be turned in must be typed and 1.5 line spacing, 12 point, one-inch margins, Times New Roman. If work is turned in and not typed, you will not be given credit for it. Work that is hand written or turned in on a notebook paper will not be accepted. Correct spelling, sentence structure and grammatical construction are expected. Be prepared and do not wait for the last minute to do your assignments.

**Responsibility for Class Content:**
The student is responsible for knowing all of the assigned material, even though the instructor may not lecture on all of the reading. Each student is responsible for class materials and content, regardless of whether the student is in class or not. There are no excuses for not knowing what an assignment is, when something is due, what readings are expected...etc because a student misses a class. If you miss a class, then make sure you contact a classmate to be properly prepared for next class. It is highly suggested that each student obtain the contact information of some classmates to be able to get up to speed as to what come about in the class.

**Electronic Device Policy:**
Technology is a great thing; however, during class meetings, all electronic devices must be turned off and stored out of sight in backpack or other storage container. This includes, but is not limited to, cell phones, laptops (unless used for taking class notes), pagers, PDA’s, etc. If you have a unique or special need to keep your phone or electronic device on in class, visit with the instructor prior to class on that day.

**Academic Honesty:**
All portions of the Auburn University honesty code (Title XII) found in the Tiger Cub will apply in this class.

**Special Accommodations for Students with Disabilities:**
It would be appreciated if you could let the instructor know about any special needs or type of disability or learning problem that you have in order to show you true ability: i.e., special seating, extra assistance, testing, or other special accommodations. See your instructor as soon as possible for discussion of Accommodation Memo. If you do not have an Accommodation Memo but need special accommodations, please contact The Program for Students with Disabilities, 1244 Haley Center, (Phone: 334-844-2096).
TENTATIVE TOPIC OUTLINE*

8/18. Welcome and Course Overview

INTRODUCTION AND OVERVIEW
Week 1   Globalization (Chapter 1 from Hill)

COUNTRY DIFFERENCES
Week 2   National Differences in Political Economy (Chapter 2 from Hill)
Week 3   Differences in Culture (Chapter 3 from Hill)
Week 4   Ethics in International Business (Chapter 4 from Hill)
Week 5   Natural Resources and Environmental Sustainability (Chapter 7 from Ball)

Mid-Term Exam I – Date to be determined

Week 6   Labor Forces (Chapter 12 from Ball)

THE STRATEGY AND STRUCTURE OF INTERNATIONAL BUSINESS
Week 7   The Strategy of International Business (Chapter 12 from Hill)
Week 8   The Organization of International Business (Chapter 13 from Hill)
Week 9   Assessing and Analyzing Markets (Chapter 15 from Ball)
Week 10  Entry Strategy and Strategic Alliances (Chapter 14 from Hill)

Mid-Term Exam II – Date to be determined

INTERNATIONAL BUSINESS OPERATIONS
Week 11  Global Marketing and R&D (Chapter 17 from Hill)
Week 12  Global Human Resource Management (Chapter 18 from Hill)
Week 13  Accounting in the International Business (Chapter 19 from Hill)

Paper Due – Date to be determined

Week 14  Team Project Presentations
Week 15  Team Project Presentations

Final Exam – Date to be Notified

* Subject to change. If a change is necessary, you will be notified in a timely manner.