



SHA HF 100. Introduction to Hospitality. 4 credits.

Professor: Frank Schuetzendorf

Schedule: 11 sessions:

Monday, May 27 (9am – 1pm) – ACCENT

Thursday, May 30 (9am – 3pm) Hotel Site Visit Accor Novotel Centre Paris Tour Eiffel

Monday, June 3 (9am – 12pm) Square Marigny, Champs Elysees, Tour of Boutique Hotels

Thursday, June 6 (9am – 2pm) / Seeklo Project Management

Monday, June 10 (9am – 12pm) Hotel Alfred Sommer Classic Hotel Visit

Wednesday, June 12 (7am – 5pm) / Royal Champagne Resort Visit and Tasting

Thursday, June 13 (9am – 3pm) / Hotel La Fantaisie Lifestyle Hotel Site Visit

Monday, June 17 (9am – 12pm) / Spa Visit The Peninsula (Six Senses)

Thursday, June 20 (9am – 12pm) / La Felicita Food Court

Friday, June 28 (9am – 2pm) ACCENT - Final Presentations and Farewell lunch

Structure: 1/2 lectures, 1/2 visits.

Office Hours: By appointment (Zoom or in person).

Contact: fschuetz@bu.edu In an emergency: +33 6 26 96 81 85 (SMS or WhatsApp message).

Blackboard: <https://learn.bu.edu>

I. COURSE PRESENTATION AND OUTCOMES

Course Material: A Course Reader with the required readings (to be purchased by each student).

This introductory course is open to all BU students and is the prerequisite for School of Hospitality Administration (SHA) courses. Students gain an historical perspective and identify current events and trends in lodging, restaurants, and tourism. It provides an overview of the global hospitality/tourism industry including the critical elements of managing services. The Paris market, multimedia assignments and site visits are integrated into the learning environment. This course fulfills a single unit in each of the following BU Hub areas: Historical Consciousness, Digital/Multimedia Expression, Practical Reality. 4 cr.

Hub units

Historical Consciousness

Digital Multimedia Expression

Teamwork and collaboration

Course objectives & Outcomes

- Understand the position, role and interactions of the hospitality industry in a wider context
- Understand the key characteristics of the industry to reflect on and anticipate its recent and future trends
- Discover key international hospitality players and their strategy
- Understand a key feature of hotel group strategies shaping the whole industry
- Identify the dynamics created by different ownership structures
- Be able to map hotel stakeholders and identify their business priorities at different stage of the hotel lifecycle
- Be able to project oneself and one's team members in hospitality career paths
- Be able to speak the "USALI" language
- Understand financial KPIs behind hospitality management



II. ASSESSMENT AND GRADING

Reading

Required readings will come from various sources.

The Blackboard Learn site contains supplementary information and readings. Additional material(s) may be provided throughout the course. You are expected to complete readings prior to the class for which they have been assigned. Some examination questions may come from readings only.

Recommended Readings - Nation's Restaurant News, Wall Street Journal. (Students are expected to master BU library online resources.)

Communication - You must regularly check your BU email account and the Blackboard Learn website for messages from the instructor.

1. Attendance and Participation: 10%

You are expected to participate actively in class discussion. The quality of your comments is more important than the quantity, but you must speak in class regularly to maximize your learning and receive a superior overall grade. Lack of attention or side discussions will result in a lower grade.

This grade considers not only attendance and punctuality but also the quality of a student's participation in class, meaning, attentiveness, enthusiasm, thoughtful contributions to discussions and progress.

2. Quizzes: 20%

There will be 2 knowledge-based, unit-focused quizzes. Quizzes will be based on the readings, lectures and visits. They could open question as well as multiple choice questions.

3. Written Assignment (group project & presentation): 40%

During the semester students are to prepare 1 group presentation (7-10 pages, PPT format) creating a concept around a food and beverage product or service offering. The presentation should build upon readings, classes, visits, and dining experiences throughout the course, thereby combining theoretical reflection with visual analysis and practical reality. Students may reference other sources as needed. Presentations should be presented in a PowerPoint Presentation and have appropriate visual references. This presentation fulfills the final exam requirement.

4. Individual Assignments: 30%

There will be 2 individual assignments based on acquired comprehension and knowledge throughout the course.

Visits Policy

- Arrive **punctually**. Sometimes we have guided visits or time sensitive trips that require everybody to arrive on time. If you cannot make it, please send an email or WhatsApp to the professor.
- Always bring your **Student ID** and an **ID with a photo that states your age or year of birth (Passport or other official ID)**.

Presentation Methods

There is not a single, methodological presentation format, although the integration of some core concept pillars will be mandatory to provide an overall structure to the presentations. It will be necessary to mobilize critical thinking skills as well as group work to develop a methodological approach that brings together each student's contribution relating to his/her interests and experiences in a structured manner.



Grading Scale (out of 100)

FINAL GRADE FOR THE COURSE			GRADES FOR INDIVIDUAL COMPONENTS/ASSIGNMENTS							
93-100 :	A	77-79,5 : C+	A+ = 97	B+/A- = 89,5	C+/B- = 79,5	D+/C- = 69,5				
90-92,5 :	A-	73-76,5 : C	A/A+ = 96	B+ = 88	C+ = 78	D+ = 68				
87-89,5 :	B+	70-72,5 : C-	A = 95	B/B+ = 86,5	C/C+ = 76,5	D/D+ = 66,5				
83-86,5 :	B	69-60 : D	A/A- = 92,5	B = 85	C = 75	D = 65				
80-82,5 :	B-	59,5-0 : F	A/A- = 92,5	B/B- = 82,5	C/C- = 72,5	D/D- = 62,5				
			A- = 91	B- = 81	C- = 71	D- = 61				
			A-/B+ = 89,5	B-/C+ = 79,5	C-/D+ = 69,5	F = 55 or 0				

BU Paris Attendance Policy

Our program is subject to French student visa laws where an active student status is mandatory. As the sponsor of your visa, Boston University has the legal obligation to ensure that you comply with visa requirements. If you do not attend classes or your internship as required, you will be considered to be in breach of your visa and can be deported. Any student who does not comply with this policy may be sent home from the program at the discretion of the program director, and may, as a result, forfeit credit and program costs for part or all of the semester.

Absences, tardiness and failure to complete assignments on time will impact your course participation grade.

ABSENCES

Please, be aware that this is an **intensive program**, and that any absence means missing a substantial amount of a course, thus potentially penalizing your success in the course and impacting the course organization as a whole.

You are required to attend all your academic and professional obligations, which include:

- General Program sessions.
- Scheduled or rescheduled in-class sessions and mandatory outings.
- Internship workshops.
- EUSA meetings.
- Professional interviews and internship working hours.

If you cannot attend any of those,

- ✓ you should **notify buparis@bu.edu**, as well as your professor, EUSA and/or your internship supervisor **at the latest on the morning of your absence**.
- ✓ **you are fully responsible** for catching up on the information you missed, either by consulting online information, or by asking your classmates (**not your professors**).

ASSIGNMENTS

You are required to complete all assignments on time.

You will not get credit (grade for the assignment = 0/F) for:

- **Unsubmitted** written work;
- **Absence** for an exam or an oral presentation*;
- Written work submitted **more than a week late**;
- Written work submitted **after final exams**;
- **Plagiarism**.

The penalty for late written assignment will be 1 point per day (including weekends) on the assignment grade.

**We leave it to the professor's discretion to decide whether you may reschedule the exam or presentation or replace it with a written assignment to be completed no more than two days after the absence.*

TARDINESS

- Both **arriving late and leaving class** before it ends are considered as tardiness.
- The professor reserves the right to **not admit** a tardy student to class.

There are no withdrawals from classes, the internship nor the internship course.
Students who do not complete a course on time will be given an F.



III. CALENDAR

Schedule		Topics and Readings	Assignments
PART 1 Foundations			
Session 1	Mon, May 27 (9am – 1pm) – ACCENT	<ol style="list-style-type: none"> 1. Course Intro 2. Overview of the course 3. Hospitality, beyond tourism 4. Structure of the hospitality industry <p>Meeting Point: BU Classroom</p> <p><u>Required Reading:</u> H. G. PARSA, JOHN T. SELF, DAVID NJITE, and TIFFANY KING, “Why Restaurants Fail”, © 2005 CORNELL UNIVERSITY, DOI: 10.1177/0010880405275598, Volume 46, Number 3 304-322</p>	Assignment 1: Analyze the multifaceted reasons behind restaurant failures – blackboard submission
Session 2	Thu. May 30 9am-3pm	<ol style="list-style-type: none"> 1. Players of the hospitality industry 2. Asset Light versus Asset heavy strategies 3. Hotel Investment structures <p>Meeting Point: Hotel Site Visit Accor Novotel Centre Paris Tour Eiffel</p>	
Session 3	Mon. Jun. 3 9am-12pm	<ol style="list-style-type: none"> 1. Customer Value and Choice 2. Customer Experience and Quality 3. Complexities in the hospitality industry 4. Service attitude <p>Meeting Point: Square Marigny, Champs Elysees, Tour of Boutique Hotels TBC</p> <p><u>Required Reading:</u> Experience is Everything, Here’s How to get it right, PwC (2018)</p>	

PART 2 Operations			
Session 4	Thu. Jun. 6 9am-2pm	<p>F&B</p> <ol style="list-style-type: none"> 1. Introduction to F&B 2. Trends 3. Experiences in hospitality 4. Project Management <p>Meeting Point: Seeklo Restaurant Project Management, 96 Rue Oberkampf, 75011 Paris</p>	Part 1 Quiz at beginning of the session - Socrative
Session 5	Mon. Jun. 10 9am-12pm	<p>Marketing</p> <ol style="list-style-type: none"> 1. Characteristics of the hospitality business 2. Challenges and Opportunities 3. Technology in the hospitality industry <p>Meeting Point: Hotel Alfred Sommier Classic Hotel Visit</p>	



PART 3 Champagne visit			
Session 6	Thu. Jun. 12 7am-5pm	1. Champagne Visit Meeting Point: TBC	

PART 4 Finance			
Session 7	Fri. Jun. 13 9am-3pm	Financial Models (USALI) Visit: La Felicità Food Court Operations and Lunch Meeting Point: Parvis Alan Turing, 75013 Paris (Metro 6, Exit Chevaleret) <u>Required Preparation:</u> <i>Research the Big Mamma Restaurant group and identify their approach to the food and beverage offerings across their different operations in Paris</i> <i>"The Uniform System of Accounts", A Trade Secrets Special Report from Bill Main</i>	

PART 5 Experiences			
Session 8	Mon. Jun. 17 9am-12pm	1. The customer user journey map 2. Physical and digital touchpoints 3. Micro experiences and ceremonies 4. Emotional engineering in food and beverage Meeting Point: Spa Visit The Peninsula (Six Senses)	Part 2 Quiz at beginning of the session - Socratic Assignment 2: Reflective Essay on Luxury Spa Operations at The Six Senses Spa, The Peninsula Hotel, Paris. Blackboard submission.

PART 6 Trends			
Session 9	Thu. Jun. 20 9am-12pm	1. Next generation business models 2. Reinventing operations 3. Lifestyle in Hospitality Meeting Point: TBC Visit: Hotel La Fantaisie Lifestyle Hotel Site Visit <u>Required Research:</u>	



		Research the Paris 2030 agenda, which has the ambition to position Paris as the greenest European capital by 2030 and reflect on how this will impact how tomorrow's customers and operators.	
Session 10	Fri. Jun. 28 9am-2pm	1. Final Presentations & Farewell lunch Meeting Point: ACCENT	Final Presentations



IV. FURTHER READING

Chan Kim, W., Mauborgne, R. (2015) Blue Ocean Strategy. How to create Uncontested Market Space and make the Competition Irrelevant. Cambridge, MA, Harvard Business School Publishing corporation. ISBN 978-1-62527-449-6

Robert S. Kaplan and David P. Norton, Using the balanced Scorecard as a Strategic Management System (2000) Harvard Business School.

The digital custom text, designed specifically for our HF100 class, (Food and Beverage Management – Pearson Custom Library) is available for purchase through the BU Bookstore (optional but highly recommended for students wanting to pursue a food and beverage career).

The professor reserves the right to modify the course syllabus.