Edit

HFT 3240: Managing Service Organizations Syllabus

COURSE INFORMATION

- **Course Hours:** 8:30 - 11:30 A.M. & 1:00 - 3:30 P.M. Monday - Sunday
- **Course Meeting Location:** Center for Global Engagement, Room 2300
- **Credit Hours:** 3 hours
- **Prerequisites:** None

COURSE DESCRIPTION

This course is designed to teach principles related to management, operations, marketing, strategy, and research in a variety of service industries including hotels, retail, sports/entertainment, concert venues, and business-to-business services.

COURSE INSTRUCTOR



Libby Lewis, MA, CSS, CSW, CWAS, WSET Level 3, CSWS, French Wine Scholar, Italian Wine Scholar
Specialized Faculty 2
ealewis@dedman.fsu.edu (mailto:ealewis@dedman.fsu.edu)
(850) 645-9734
Dedman College of Hospitality, Office-UCB 4132
Office Hours: Before and after class and other times by appointment.

Emails will be responded to within 24 to 48 hours.

LEARNING OBJECTIVES

At the completion of this course, students will be able to:

1. Differentiate between products and services and identify the service components of hotel, restaurant, retail, and related hospitality industries
2. Analyze relevant market information and apply this information to marketing decisions
3. Plan various business initiatives and courses of action to increase revenues, customer satisfaction, and loyalty
4. Generate increases in profit, customer retention, and market share based on the analysis of market conditions, financial information, and consumer behavior

COURSE MATERIALS

Reading:

Please read all chapters prior to coming to class. Please see course calendar for scope & sequence.

Required

- Solomon, Micah. *HEART of HOSPITALITY : Great Hotel and Restaurant Leaders Share Their Secrets.* S.L., Select Books Inc, 2019.

STUDENT RESPONSIBILITIES

- Students should log on to Canvas at least every other day to check for course updates.
- Students are expected to keep up with the class, engage with the course material, and submit assignments by the due dates.
- Assignments, quizzes, and exams are expected to be products of individual students per the **FSU Academic Honor Policy (http://registrar.fsu.edu/bulletin/undergraduate/information/integrity/)**. Students should not discuss any of the questions with each other before or during the actual assignments, activities, quizzes, or exams without instructor approval.

- To receive maximum points for questions, students need to follow the instructions carefully, follow word limits as instructed, and use spell and grammar checking.
- To be successful in this course, students need to complete all required assignments and tests.

GRADING POLICY

Evaluation Opportunities	**Maximum Points Available**
Guest Speaker #1	5 points
Guest Speaker #2	5 points
Assignment #1	8 points
Assignment #2	8 points
Assignment #3	8 points
Group Breakout Work	12 points (2 points per day)
Class Excursion	8 points
Final Exam	10 points
Participation	18 points (3 points per day)
Attendance	18 points (3 points per day)
Total Available Points	**100 points**

GUEST SPEAKERS

There will be two guest speakers, who come to our classroom, this semester. Your grade is based on arriving to the guest speaker's presentation on time, staying seated, and refraining from all electronics. In addition, you should appear engaged, take notes when appropriate, and ask questions. You will lose points if you arrive to the classroom late, get up and leave the classroom during the speaker's presentation, are on electronics for any reason, engage in side chatter, or appear disengaged at any time during the guest speaker's presentation.

ASSIGNMENTS

There will be three assignments during the semester. All three assignments are equally weighted.

Assignment details will be given in class and completed in your assigned groups. You will be divided into ten groups of three (or four). Should a given group have difficulty with a group member not pulling their weight/not doing their work, please contact the professor as soon as possible.

GROUP BREAKOUT WORK

In each class we will breakout into groups to discuss class material. During this time all group members are required to engage in the discussion and help to present your findings to the class.

Grades will be reduced if you are on your phones, not engaged, or "playing" around. Full points are only earned if you are fully engaged.

CLASS EXCURSION

We will have one class excursion to Golden Eagle Country Club. Your grade will be based on your punctuality, appropriate dress, and professional behavior. Besides taking pictures please refrain from all electronics.

FINAL EXAM

The Final Exam will be held the last hour of class on Saturday. This is the only exam in the class, and it will cover all material from the previous week.

PARTICIPATION

If you are present, return from breaks in a timely manner, and are off all electronics you will earn full points for participation. Points will be deducted if you arrive to class late, returning to the classroom late after breaks, and engage in cell/electronic activity during lecture.

ATTENDANCE

You will earn up to three points per day for being in class. If you arrive late or leave early without

administrative clearance, you will lose points.

GRADING SCHEME

The following grading standards will be used in this class:

Grading Scheme Breakdown

Grade	Range
A	100% to 93%
A-	< 93% to 90%
B+	< 90% to 87%
B	< 87% to 83%
B-	< 83% to 80%
C+	< 80% to 77%
C	< 77% to 73%
C-	< 73% to 70%
D+	< 70% to 67%
D	< 67% to 63%
D-	< 63% to 60%
F	< 60% to 0%

PROCTORED EXAMS - TALLAHASSEE

This course may require proctored exams administered by the main campus Testing Center, an approved off-campus proctor or proctoring facility, or an authorized online proctoring service.

1. You are responsible for scheduling your exam appointment(s) with the testing provider and familiarizing yourself with their policies, including when to arrive, what to bring and not bring, allowed and prohibited activities, and instructions for missed appointments.
2. Please visit **testing.fsu.edu (https://testing.fsu.edu/)** for instructions on taking your exam with an approved provider.

Proctored Testing Fees

- **FSU Testing Center**: Course exams administered in the main campus Testing Center are free for

FSU students.

- **All Other Testing Providers**: Expect to pay an off-campus or online testing provider a fee for proctoring your exam. Fees vary by provider, and some require pre-payment. Financial aid may be used to cover the cost of proctored testing.

Testing Accommodations for a Disability

If you need testing accommodations for a disability, follow instructions on the Testing Center's **Need Accommodations? (https://testing.fsu.edu/accommodations)** page (testing.fsu.edu/accommodations).

TECHNOLOGY REQUIREMENTS

Course content is accessible through Canvas. Students will need to be able to view videos, write and upload assignments, post to discussion boards, and take assessments. Students should have access to high-speed internet and updated software. Mobile devices may be used to view course content, upload assignments, and take assessments as determined by the instructor. To view the most current technology requirements, visit the **FSU Canvas support site (https://support.canvas.fsu.edu/kb/article/899-technology-recommendations-for-learning-online-at-fsu/)**.

CANVAS SUPPORT

Need help with Canvas? Contact FSU Canvas Support:

Email: canvas@fsu.edu (mailto:canvas@fsu.edu)
Phone: (850) 644-8004
Website: support.canvas.fsu.edu (http://support.canvas.fsu.edu)
Hours: 8am to 5pm, Monday - Friday

FSU LIBRARIES RESOURCES & SERVICES

Whether on campus or learning online, you can access extensive library resources and support services through the **FSU Libraries website (https://www.lib.fsu.edu/)**. You'll find links to databases, an orientation, our Strozier Scoop newsletter, and other helpful resources in the **FSU Libraries for Students (https://canvas.fsu.edu/courses/102)** Canvas site. For recommended research resources and ways to connect with **your librarians (https://www.lib.fsu.edu/help/subject-librarians)**, look for the "Library Tools" in your course navigation or learn more about **Getting Started**

(https://www.lib.fsu.edu/getting-started) at the Libraries.

COURSE POLICIES

Communications/In-person and Online Etiquette

Behavioral Guidelines for Discussions:

- Please use respectful language when posting your responses to prompts in the Discussion Boards.
- Be mindful of how you express your emotions and humor and be sensitive to cultural and ability differences of your peers.
- Keep postings to the point, and make sure your comments are relevant to the topic of discussion. Be sure to follow the instructions outlined for each specific discussion.
- Avoid messages such as, "Wow," "Way to go," or "Ditto" and aim for comments that validate other members' ideas through careful explanation of why you agree.
- When replying, give a short description in the subject line of what you are replying to, and use correct punctuation and spelling throughout your post.

For Email Communication:

- For email, please respond to your instructor's and peers' messages promptly.
- Use a brief description in the subject line that outlines the topic of discussion.
- Avoid using slang or profane words.
- Use the title your instructor prefers for communication.
- Avoid using emoticons, such as smiley faces, and maintain a professional demeanor.
- Sign your email messages using your full name.
- AVOID USING ALL CAPS. This makes the message visually difficult to read and is perceived by the reader as "shouting."
- Use correct spelling, grammar, and punctuation, just as you would for any communication.
- Ask yourself whether you would be comfortable if someone other than the intended receiver were to read the message. Remember, email is not a completely secure form of communication.
- Report anything inappropriate considered to be of a serious nature to your instructor, as it may be a violation of University policy.
- Treat others with respect by making messages clear and succinct.

Participation & Lateness Policy

Excused absences include documented illness, deaths in the family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.

Policy for Missed Tests

If you miss the Final Exam, you must have a valid documented excuse note from a medical professional or clearance from Dr. Hughes. Once documentation has been validated, a make-up time will be scheduled.

Policy for Homework

All homework including presentations must be completed. If you miss an assignment, you will not be eligible to make-up the missed assignment without a valid verifiable excuse note from a medical professional or clearance from Dr. Hughes.

Policy on Responding to Students

Your emails will be responded to via email as soon as possible. Given the timing of this class, I am typically on my computer checking emails until ~6:00 P.M. each evening and again early each morning.

Assignments will be graded as quickly as possible. I will also provide feedback where applicable.

COURSE RECORDING NOT PERMITTED

In this class, consistent with state law and university policy, you may not make recordings of classroom activities without the permission of the instructor. This policy applies to both audio and video recordings.

UNIVERSITY POLICIES

University Attendance Policy

Excused absences include documented illness, deaths in the family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. These

absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.

Academic Honor Policy

The Florida State University Academic Honor Policy outlines the University's expectations for the integrity of student's academic work, the procedures for resolving alleged violations of those expectations, and the rights and responsibilities of students and faculty members throughout the process. Students are responsible for reading the Academic Honor Policy and for living up to their pledge to "… be honest and truthful and …[to] strive for personal and institutional integrity at Florida State University." (For more details, see the **FSU Academic Honor Policy and procedures for addressing alleged violations (http://fda.fsu.edu/academic-resources/academic-integrity-and-grievances/academic-honor-policy)** .)

Academic Success

Your academic success is a top priority for Florida State University. University resources to help you succeed include tutoring centers, computer labs, counseling and health services, and services for designated groups, such as veterans and students with disabilities. The following information is not exhaustive, so please check with your advisor or the **Department of Student Support and Transitions (https://dsst.fsu.edu/)** to learn more.

Process for Resolving Academic Problems or Grievances

Please use the *Resolving Academic Problems: A Step-by-Step Guide for Students* in the Academic Honor Policy and Grievances section of the **Office of Faculty Development & Advancement (https://fda.fsu.edu/academic-resources)** website to begin the process of communicating with your instructor to resolve any confusion or difficulty you may be having in the course. Detailed information on FSU's grievance procedure, including special instructions for students enrolled in an FSU branch campus, is maintained on the FSU Undergraduate Bulletin's **Academic Integrity & Grievances (https://registrar.fsu.edu/bulletin/undergraduate-information/academic-integrity-grievances)** webpage. Out-of-state distance learning students should review the Office of Distance Learning **Complaint Resolution (https://distance.fsu.edu/about-us/complaint-resolution)** webpage for additional procedures.

Americans With Disabilities Act

Florida State University (FSU) values diversity and inclusion; we are committed to a climate of mutual

respect and full participation. Our goal is to create learning environments that are usable, equitable, inclusive, and welcoming. FSU is committed to providing reasonable accommodations for all persons with disabilities in a manner that is consistent with academic standards of the course while empowering the student to meet integral requirements of the course.

Students with disabilities needing academic accommodation should:

1. register with and provide documentation to the Office of Accessibility Services; and
2. request a letter from the Office of Accessibility Services to be sent to the instructor indicating the need for accommodation and what type; and,
3. meet (in person, via phone, email, teams, zoom, etc...) with each instructor to whom a letter of accommodation was sent to review approved accommodations.

Please note that instructors are not allowed to provide classroom accommodations to a student until appropriate verification from the Office of Accessibility Services has been provided.

This syllabus and other class materials are available in an alternative format upon request.

For the latest version of this statement and more information about services available to FSU students with disabilities, contact the:

Office of Accessibility Services (*Tallahassee Campus*) (https://dsst.fsu.edu/oas)
874 Traditions Way
108 Student Services Building
Florida State University
Tallahassee, FL 32306-4167
(850) 644-9566 (voice)
(850) 644-8504 (TDD)
oas@fsu.edu (mailto:oas@fsu.edu)
https://dsst.fsu.edu/oas

Student Accessibility Services (Panama City Campus) (https://pc.fsu.edu/students/sas)
2nd Floor Barron Building (Room 215)
Florida State University Panama City
Panama City, FL 32405
(850) 770-2172 (office)
(866) 693-7872 (toll free)
Email: **sas@pc.fsu.edu (https://canvas.fsu.edu/mailto:sas@pc.fsu.edu)**
https://pc.fsu.edu/students/sas

Free Tutoring from FSU

On-campus tutoring and writing assistance are available for many courses at Florida State University. High-quality tutoring is available by appointment and on a walk-in basis. These services are offered by tutors trained to encourage the highest level of individual academic success while upholding personal academic integrity.

Tallahassee Campus

For a comprehensive list of on-campus tutoring options, visit the **Academic Center for Excellence (https://ace.fsu.edu/tutoring)** (ACE) webpage (http://ace.fsu.edu/tutoring) or contact **tutor@fsu.edu (mailto:tutor@fsu.edu)** .

Panama City Campus

Peer tutoring is available for all undergraduate FSU Panama City students both in-person on campus and remotely through Zoom. If you need tutoring support, please email the peer tutor listed on the **Peer Tutoring (https://pc.fsu.edu/peer-tutoring)** webpage (https://pc.fsu.edu/peer-tutoring). Tutoring will be in-person in the **John and Gail Robbins Center for Academic Excellence and Innovation (https://pc.fsu.edu/students/student-services/john-gail-robbon-center)** unless you specify with the tutor that you would like to meet via Zoom instead. If you have trouble reaching a peer tutor outside their scheduled availability listed on the **Peer Tutoring (https://pc.fsu.edu/peer-tutoring)** webpage, you may email **advising@pc.fsu.edu (mailto:advising@pc.fsu.edu)** or call (850) 770-2263 to be connected with available resources.

Confidential Campus Resources

Various centers and programs are available to assist students with navigating stressors that might impact academic success. These include the following:

Victim Advocate Program (https://dsst.fsu.edu/vap)
University Center A
Room 4109
Phone: (850) 644-7161 (24/7)
Text: (850) 756-4320 (24/7)
Email: **Victims-Advocate@fsu.edu (mailto:Victims-Advocate@fsu.edu)**
Office Hours: Monday-Friday 8am-5pm
https://dsst.fsu.edu/vap

Counseling & Psychological Services (*Tallahassee Campus*) (https://counseling.fsu.edu/)
Askew Student Life Center, 2nd Floor
942 Learning Way
Phone: (850) 644-8255 / (850) 644-TALK
https://counseling.fsu.edu

FSU PC Counseling Center (*Panama City Campus*) (https://pc.fsu.edu/students/student-affairs/counseling-Center)
Michael McLaughlin, LCSW
Coordinator/Therapist
Barron Building, Office 214
Phone: (850) 770-2174
Email: **mrm18bg@fsu.edu (mailto:mrm18bg@fsu.edu)**
Office Hours: Monday-Thursday 9am-4pm; Friday 9am-3pm
https://pc.fsu.edu/students/student-affairs/counseling-center

University Health Services (https://uhs.fsu.edu/)
Health and Wellness Center
960 Learning Way
Phone: (850) 644-6230
Office Hours: Monday-Friday 8am-4pm
https://uhs.fsu.edu

FSU Food Pantries

FSU has established food pantries where students in need can pick up nonperishable food items freely and anonymously. Donations for the collection of nonperishable food items are encouraged. For information about the Tallahassee food pantry, visit the **Food for Thought Pantry (https://dsst.fsu.edu/resources/food-for-thought-pantry)** webpage (https://dsst.fsu.edu/resources/food-for-thought-pantry). The pantry is located at University Center A, Suite 4148. If you have questions or concerns, contact the Department of Student Support and Transitions at **foodpantry@fsu.edu (mailto:foodpantry@fsu.edu)** or (850) 644-2428.

For information about the Panama City Food Pantry, visit the **Seminole Exchange (https://pc.fsu.edu/students/counseling-center/food)** webpage (https://pc.fsu.edu/students/counseling-center/food) The pantry is located at Barron Building, 2nd floor. If you have questions or concerns, contact Michael McLaughlin, LCSW, at **mmclaughlin3@fsu.edu (mailto:mmclaughlin3@fsu.edu)** or (850) 770-2174.

Syllabus Change Policy

Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change with advance notice.

COURSE SUMMARY

All course assignments and texts with due dates are listed below. To be successful in this course, be sure to complete all required assignments and tests by the due date.

SYLLABUS CHANGE POLICY

"Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change with advance notice."

CLASS CALENDAR

For a copy of our class calendar please click

Course Summary:

Date	Details	Due
Mon Jan 8, 2024	**Attendance Day 1 (https://canvas.fsu.edu/courses/375890/assignments/3138371)**	due by 3pm
	Class Participation Day 1 (https://canvas.fsu.edu/courses/375890/assignments/3138377)	due by 3pm

Tue Jan 9, 2024	Attendance Day 2 (https://canvas.fsu.edu/courses/375890/assignments/3138372)	due by 3pm
	Class Participation Day 2 (https://canvas.fsu.edu/courses/375890/assignments/3138378)	due by 3pm
Wed Jan 10, 2024	Attendance Day 3 (https://canvas.fsu.edu/courses/375890/assignments/3138373)	due by 3pm
	Class Participation Day 3 (https://canvas.fsu.edu/courses/375890/assignments/3138379)	due by 3pm
Thu Jan 11, 2024	Attendance Day 4 (https://canvas.fsu.edu/courses/375890/assignments/3138374)	due by 3pm
	Class Participation Day 4 (https://canvas.fsu.edu/courses/375890/assignments/3138380)	due by 3pm
	Golden Eagle Class Excursion (https://canvas.fsu.edu/courses/375890/assignments/3138384)	due by 3pm
Fri Jan 12, 2024	Attendance Day 5 (https://canvas.fsu.edu/courses/375890/assignments/3138375)	due by 3pm
	Class Participation Day 5 (https://canvas.fsu.edu/courses/375890/assignments/3138381)	due by 3pm
Sat Jan 13, 2024	Attendance Day 6 (https://canvas.fsu.edu/courses/375890/assignments/3138376)	due by 3pm
	Class Participation Day 6 (https://canvas.fsu.edu/courses/375890/assignments/3138382)	due by 3pm
	Exam #1 (https://canvas.fsu.edu/courses/375890/assignments/3138383)	due by 3pm
	Guest Speaker #1	

	(https://canvas.fsu.edu/courses/375890/assignments/3138391)	due by 11:30am
Mon Jun 29, 2026	Guest Speaker #2 (https://canvas.fsu.edu/courses/375890/assignments/3138392)	due by 2pm
	Group Breakout Work Day 1 (https://canvas.fsu.edu/courses/375890/assignments/3138385)	due by 3pm
Tue Jun 30, 2026	Group Breakout Work Day 2 (https://canvas.fsu.edu/courses/375890/assignments/3138386)	due by 3pm
Wed Jul 1, 2026	Group Breakout Work Day 3 (https://canvas.fsu.edu/courses/375890/assignments/3138387)	due by 3pm
	Assignment #2 (https://canvas.fsu.edu/courses/375890/assignments/3138369)	due by 11:30pm
Thu Jul 2, 2026	Group Breakout Work Day 4 (https://canvas.fsu.edu/courses/375890/assignments/3138388)	due by 3pm
Fri Jul 3, 2026	Assignment #1 (https://canvas.fsu.edu/courses/375890/assignments/3138368)	due by 3pm
	Group Breakout Work Day 5 (https://canvas.fsu.edu/courses/375890/assignments/3138389)	due by 3pm
Sat Jul 4, 2026	Group Breakout Work Day 6 (https://canvas.fsu.edu/courses/375890/assignments/3138390)	due by 3pm
	Assignment #3 (https://canvas.fsu.edu/courses/375890/assignments/3138370)	due by 3:30pm

Applied Intercultural Communication—COM3933
Fall 2026

Instructor of Record:	Robert Hughes, Ph.D.
Office:	GME 3304
E-mail:	rshughes@fsu.edu
Phone:	(850) 645-9226

Availability

If you have questions or concerns about the course, please feel free to contact me. I can be reached by e-mail or telephone using the contact information above. I check e-mail daily between the hours of 8 am and 5 pm and can normally be reached during the same hours by telephone or Microsoft Teams. For specific questions about assignments or grades, please use the Canvas inbox. Virtual office hours can be arranged by appointment upon request.

Course Description

This course combines some classroom lecture with other types of instruction that allows students to apply a variety of communication skills in diverse settings. The course is meant for groups of students rather than individuals. The other types of instruction can be a combination of any or all of the following: internship, directed individual study, project implementation, laboratory, and other instructional modes tailored to the specific topic of the course and the educational goal of the students. May be repeated to a maximum of six (6) credit hours; repeatable within the same term.

Nature of Course/Objectives

This 6-credit course is designed to challenge you to apply Intercultural Communication Theory to your 30-37.5 hours per week academic training experience at the *Walt Disney World*® Resort. You will explore the cross-cultural implications of working for one of the largest entertainment and hospitality organizations in the world, including working with an international customer base and living and working with thousands of international and American college students. More specifically, you will:

1. Apply the cross-cultural skills you have learned at FSU to your experience at the *Walt Disney World*® Resort.
2. Learn to understand how diverse cultures approach the social, academic, and work environment in which students find themselves at the *Walt Disney World*® Resort.

3. Develop and adopt strategies for success in the Disney workplace, and take advantage of the unique learning opportunities available to you as a Disney Program participant.
4. Develop an increased awareness of cultural distinctions and similarities, and an increased respect for the world views of others from diverse cultural backgrounds.
5. Learn to apply the cross-cultural skills that you acquire through your experience at the *Walt Disney World*® Resort to other cross-cultural situations in the future.

Required Readings

Excerpts from Storti, Craig. (2017) *Understanding the World's Cultures: Figuring Foreigners Out, 20th Anniversary Edition*. (2nd ed.) Nicholas Brealey.

Additional required readings will be provided on Canvas.

Class Meetings and Format

This class will involve a combination of in-class meetings (on the FSU campus and at the *Walt Disney World*® Resort), online assignments and discussion via Canvas, participation in Disney Learning Opportunities, and the academic training experience itself.

In-class meetings will include the program orientation and workshops on the FSU campus, which are designed to prepare students for their academic training experience, and the monthly class sessions which will take place during students' academic training at *Walt Disney World*® Resort.

Online assignments and discussions in Canvas, participation in Disney Learning Opportunities, and the academic training itself make up the remainder of the course.

Attendance, Tardiness, and Participation

Your presence and participation are expected at each FSU class meeting (both on the FSU campus and at Disney) and in online discussions/activities via Canvas.

Attendance and Participation Requirements

Please remember that class attendance and participation are required as part of your overall FSU-Disney program. Failure to attend classes can result in your being terminated from the program. You must be fully engaged in the courses in order to remain in full-time status, a requirement for your J-1 visa. **Do not schedule personal travel during class dates.** Attendance will be verified at the beginning of each class with a "roll call". Several of your course assignments will be required to be completed during class times.

Work Schedule Conflicts

Your Disney managers will be informed in advance of your class schedule and should release you for classes each month. However, it is your responsibility to monitor your schedule as soon as it comes out and check to see if you are scheduled to work on your class days. If you are scheduled to work on one of your class days, ask your leader to remove your shift. If your leader is unable to remove your shift, though, please inform us immediately via e-mail and we will contact Disney to ask that your shift be removed. If your shift is not removed, call in for your shift and attend class. If you get a negative point for missing work, we will ensure that it is removed.

Tardiness

You are expected to arrive to class on time. Each person's contribution to our learning is valuable, and our time together as a class is limited. Attendance will be verified at the beginning of each class with a "roll call". One point will be deducted from your "Attendance and Participation" grade (see below) for each late arrival (i.e., after your name is called). If you expect to be late for class for a valid reason, please communicate that with the instructor via email before the beginning of class.

Late Assignments

Assignments are expected to be completed and submitted on time. Unless you have made prior arrangements with the instructor due to extenuating circumstances (e.g., illness, family emergency, etc.), assignment grades will be reduced by one point for each day late. This applies to all assignments, including discussion board postings and assignments which are to be completed in class (see more information below). Being late in turning in assignments will have a negative effect on your course grade. Assignments which are to be completed outside of class are due at 4:00 pm Eastern Time on the assigned due date. Assignments which are to be completed during class are due at the assigned time during the class session.

Missing Assignments

Please be aware that each assignment for this course carries significant weight. Failing to turn in even one assignment can have a significant effect on your course grade.

Graded Assignments

Class Attendance/Participation In-Class and Online, Quizzes: (50%)

Syllabus Quiz (10%)

Students are required to review the syllabus, view an instructor video explaining the syllabus, and successfully complete a syllabus quiz during the first week of the course.

Due at 4:00 pm on August 27 on Canvas.

Attendance and Participation in Classes at Disney (10%)

During our class times together at the *Walt Disney World*® Resort, we will be involved in learning which is collaborative. Students will learn not only from the instructor, but also from their classmates as they discuss their cross-cultural experiences in their living and internship settings.

Furthermore, class sessions will involve in-class assignments, and some class sessions will involve cross-cultural exercises and activities designed to help students learn experientially. These activities are designed to help students understand certain concepts discussed in class and in assigned readings found online via Canvas.

For learning to occur through such activities, however, attendance and participation are required. Students will be given full credit it if they are in attendance, on time, and are engaged in class activities and participating well.

Group Discussions (20%)

Online discussions are designed to facilitate interaction between students of different cultures about their intercultural experiences at the *Walt Disney World*® Resort. Topics may include questions students have about various aspects of American culture as they observe it in their day-to-day interactions with Americans, intercultural interactions in the Disney housing environment, work culture at the *Walt Disney World*® Resort, etc. Participation in these online discussion boards is required. Specific deadlines and requirements will be posted on Canvas.

Concept Quizzes (10%)

To ensure that students have a correct understanding of the concepts to be used in the in-class Cultural Difference Reflection Journal assignments, they will be required to complete a concept quiz in Canvas based on the required readings and videos for the module which precedes their September, October, and November FSU class sessions.

Cultural Difference Reflection Journals: (30%)

Each of the three Cultural Difference Reflection Journals will follow the same format and will be completed during our September, October, and November class sessions. These reflections are based on the lecture, readings, and other materials provided on the Canvas module preceding that class session. Students are expected to come to class prepared, having completed all required online activities, required readings, and the concept quiz before class. Each of these in-class assignments will provide students with an opportunity to reflect on their academic training experience in light of that module's topic.

Details regarding the reflection journal format are provided in class. Each reflection journal is worth 10% of the overall course grade and must be completed in class. In the case of an absence from class due to illness, the late assignment policy applies, and students must arrange for proctoring at the Disney Programs Office in Apprentice Hall. Reflection journals submitted outside of class time must be accompanied by certification from Disney that the assignment was completed with a proctor in order to be eligible for credit.

Be aware that these reflections are to be personal reflections on students' own experiences with cultural differences, and the use of generative AI such as ChatGPT for preparing these reflections is strictly prohibited.

Disney Learning Opportunities: (20%)

To take advantage of the unique learning opportunities available to them as Disney Programs participants, students will be required to register for, attend, and complete two Disney Learning Opportunities. These are described in the Disney Programs Learning Catalog found here: https://sites.disney.com/disneyprogramsexperience/learning-catalog/

These may include Disney Behind the Scenes, Professional and Personal Development, Endless Career Possibilities, and Multi-Week Series offerings.

Note that completing a Multi-Week Series Offering will count as completing two Disney Learning Opportunities due to the increased time commitment involved.

Disney Policies

See Disney's information regarding getting time off work to attend Disney Learning Opportunities: https://support.disneyprograms.com/hc/en-us/articles/10770544983444-How-do-I-get-time-off-to-attend-a-Learning-Offering-

It is also critical that students understand and abide by Disney's "No-Show Policy" to maintain their eligibility to attend. See https://support.disneyprograms.com/hc/en-us/articles/7344930680596.

Before Attending: Proof of Registration

Because Disney Learning Opportunities become full very quickly and registration closes three weeks prior, it will be necessary to register for them in DORMS well in advance: https://dorms.disney.com/

Students will be required to submit Proof of Registration for both of their Disney Learning Opportunities to receive full credit for the Disney Learning Opportunities assignments, in addition to submitting the Proof of Completion and Video Reflection for each described below.

Proof of Registration deadlines for both Disney Learning Opportunities will be posted on Canvas.

After Attending: Proof of Completion and Video Reflection

After completing each Disney Learning Opportunity, students are required to submit Proof of Completion and a brief (1-2 minute) Video Reflection where they summarize what they learned through this opportunity and how they will apply it in their future career and/or personal life. Details are provided on Canvas.

Submitting both the Proof of Completion and the Video Reflection for each of their two Disney Learning Opportunities is required in order to receive full credit for the Disney Learning Opportunities assignments.

Be aware that these reflections are to be personal reflections on their own experiences attending the Disney Learning Opportunities, and the use of generative AI such as ChatGPT for preparing these reflections is strictly prohibited.

Proof of Completion and Video Reflection deadlines for both Disney Learning Opportunities will be posted on Canvas.

Classroom Recordings

In this class, consistent with state law and university policy, students are permitted to make recordings of class lectures for personal use only. As noted, sharing, posting, or publishing classroom recordings may subject you to honor code violations and legal penalties associated with theft of intellectual property and violations of other state laws. Moreover, students and educators have expressed concern that recording classroom activities may negatively impact the learning experience for others, especially in classes that involve questions, discussion, or participation. To protect a learning environment in which everyone feels free to experiment with ideas, we ask you refrain from recording in

ways that could make others feel reluctant to ask questions, explore new ideas, or otherwise participate in class. Students must monitor their recordings so that they do not include participation by other students without permission. Students with disabilities will continue to have appropriate accommodations for recordings as established by the Office of Accessibility Services.

Satisfactory/Unsatisfactory Grading

While the grading scale below will be used for the grading of individual assignments, students' overall grades for this course will be registered as being either "satisfactory" or "unsatisfactory". Students should be aware that an overall grade of 70% or higher is required to receive a grade of "satisfactory" for the course and to earn credit for it.

Grading Scale

		B+	89-87	C+	79-77	D+	69-67	F	≤ 59
A	100-93	B	86-83	C	76-73	D	66-63		
A-	92-90	B-	82-80	C-	72-70	D-	62-60		

School of Communication Grade Inflation Policy

The School of Communication is committed to reducing grade inflation in its courses. To that end, a department-wide grade standard has been adopted to ensure that an "A" is reserved for outstanding performance.

The following letter grades are assigned both to undergraduate and graduate credit students. These grades reflect the quality and quantity of work submitted throughout the term according to the instructor's grading standards.

A and A- grades represent work of superior quality and indicates a full mastery of the subject. An A represents work of extraordinary distinction.

B+, B, and B- grades represent work of good to very good quality but that does not merit special distinction.

C+, C, and C- grades designate an adequate command of the course material. These grades are satisfactory for undergraduate students, but unsatisfactory for graduate students.

D+, D, and D- grades indicate work that shows a deficiency in knowledge of the material. They are unsatisfactory for undergraduate and graduate students.

A grade of F is a failing grade representing work that deserves no credit.

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Please note that the following are examples of Academic Honor Violations:

- Plagiarism – presenting the work of another as one's own.
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- Unauthorized Group Work – unauthorized collaborating.
- Fabrication, Falsification, and Misrepresentation – unauthorized altering or inventing of any information or citation that affects grades given for academic work or attendance.
- Multiple Submission – submitting the same academic work for credit more than once without instructor permission.
- Abuse of Academic Materials – intentionally damaging, destroying, stealing, or making inaccessible library or other academic resource material.
- Complicity in Academic Dishonesty – intentionally helping another commit an act of academic dishonesty.

Use of Generative AI (including ChatGPT) Prohibited Without Prior Written Permission from Instructor:

Please note that the use of generative AI including, but not limited to ChatGPT, to assist in writing any part of an assignment for this class is prohibited without clear, written permission from the instructor which is received before the assignment is submitted.

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Academic Success

Your academic success is a top priority for Florida State University. University resources to help you succeed include tutoring centers, computer labs, counseling and health services, and services for designated groups, such as veterans and students with disabilities. The following information is not exhaustive, so please check with your advisor or the Department of Student Support and Transitions to learn more.

Americans With Disabilities Act

Florida State University (FSU) values diversity and inclusion; we are committed to a climate of mutual respect and full participation. Our goal is to create learning environments that are usable, equitable, inclusive, and welcoming. FSU is committed to providing reasonable

accommodations for all persons with disabilities in a manner that is consistent with the academic standards of the course while empowering the student to meet the integral requirements of the course.

Students with disabilities needing academic accommodation should:

(1) register with and provide documentation to the Office of Accessibility Services; and
(2) request a letter from the Office of Accessibility Services to be sent to the instructor indicating the need for accommodation and what type; and,
(3) meet (in person, via phone, email, skype, zoom, etc…) with each instructor to whom a letter of accommodation was sent to review approved accommodations.

Please note that instructors are not allowed to provide classroom accommodations to a student until appropriate verification from the Office of Accessibility Services has been provided.

This syllabus and other class materials are available in an alternative format upon request.

For the latest version of this statement and more information about services available to FSU students with disabilities, contact the:

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874 Traditions Way
108 Student Services Building
Florida State University
Tallahassee, FL 32306-4167
(850) 644-9566 (voice)
(850) 644-8504 (TDD)
oas@fsu.edu
https://dsst.fsu.edu/oas

Confidential Campus Resources

Various centers and programs are available to assist students with navigating stressors that might impact academic success. These include the following:

Victim Advocate Program
University Center A, Rm. 4100
(850) 644-7161
Available 24/7/365
Office Hours: M-F 8-5
https://dsst.fsu.edu/vap

Counseling and Psychological Services (CAPS)

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2. Group therapy
3. Crisis Intervention
4. Psychoeducational and outreach programming
5. After hours crisis-hotline
6. Access to community providers for specialized treatment

Call 850-644-TALK (8255) for more information on how to initiate services.

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942 Learning Way
(850) 644-TALK (8255)
Walk-in and Appointment Hours:
M-F 8 am – 4 pm
https://counseling.fsu.edu/

Services at UHS are Available to All Enrolled Students Residing in Florida

The mission of University Health Services (UHS) is to promote and improve the overall health and well-being of FSU students. UHS provides a coordinated continuum of care through prevention, intervention, and treatment. Services include general medical care, priority care, gynecological services, physicals, allergy injection clinic, immunizations, diagnostic imaging, physical therapy, and a medical response unit. The Center for Health Advocacy and Wellness (CHAW) assists students in their academic success through individual, group, and population-based health and wellness initiatives. Topics include wellness, alcohol and other drugs, hazing prevention, nutrition and body image, sexual health, and power based personal violence prevention. For more information, go to uhs.fsu.edu.

University Health Services
Health and Wellness Center
960 Learning Way
Tallahassee, FL 32306
Hours: M-F, 8 am – 4 pm

(850) 644-6230
https://uhs.fsu.edu/

Syllabus Change Policy

“Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change with advance notice.”

CGE Special Programs Fall 2026
Preliminary Course Schedule[1]

2026 Week/Date	Topic	Required Assignment or Activity	Assignments Due[2]
During On-Campus Program	Orientation Sessions A & B • FSU Program Overview • On-Campus Resources • Academic Orientation • Health and Safety • Program Requirements and Support	Attendance and Participation	Attendance and Participation
During On-Campus Program	• On-Campus Workshops: • Worried/Excited and Cycle of Cross-Cultural Adjustment • Disney Paperwork Session • J-1 Visa Rules and Tax Requirements • Understanding Your Health Insurance • FSU Policies and Expectations • Succeeding at Walt Disney World® Resort • Preparing for Disney Arrival • Worried/Excited and Closing Workshop	Attendance and Participation	Attendance and Participation

1 Subject to change by notice of the Instructor of Record.
2 In-class assignments are to be submitted by the time designated during class. All other assignments are due at 4:00 pm Eastern Time on the dates listed.

2026 Week/Date	Topic	Required Assignment or Activity	Assignments Due[2]
Week 1/ Aug 24-27	**Syllabus Review Video & Quiz**	Syllabus Review Video & Quiz	Syllabus Review Video & Quiz Due Th. 8/27
Week 2/ Aug 28-Sep 3	**First Discussion** **First Disney Learning Opportunity Registration**	• First Group Discussion • Upload First Disney Learning Opportunity Registration	• Posting: Mon. 8/31 • Replies (2): Th. 9/3 • First Registration Upload Th. 9/3
Week 3/ Sept 4-10	**Building Blocks of Culture**	• Online Materials and Assigned Readings in Canvas • Concept Quiz	Lecture, Readings, Concept Quiz Due Th. 9/10
Week 4/ Sept 11-17	**FSU Class: Building Blocks of Culture** **Second Disney Learning Opportunity Registration**	• Prepare for and Attend FSU Class • Complete In-Class Group Activities • First Cultural Difference Reflection Journal • Upload Second Disney Learning Opportunity Registration	• First Cultural Difference Reflection Journal Due in Class • Second Registration Upload Due Th. 9/17
Week 5/ Sept 18-24	**First Disney Learning Opportunity** **Second Group Discussion**	• First Disney Learning Opportunity • Second Group Discussion	• Posting: Mon. 9/21 • Replies (2): Th. 9/24
Week 6/ Sept 25-Oct 1	**Completion of First Disney Learning Opportunity Assignments**	• Proof of Completion of First Disney Learning Opportunity • Video Reflection	• Proof of Completion of First Disney Learning Opportunity Due Th. 10/1 • Video Reflection Due Th. 10/1

2026 Week/Date	Topic	Required Assignment or Activity	Assignments Due[2]
Week 7/ Oct 2-8	**Styles of Communication**	• Online Materials and Assigned Readings in Canvas • Concept Quiz	Lecture, Readings, Concept Quiz Due Th. 10/8
Week 8/ Oct 9-15	**FSU Class: Styles of Communication**	• Prepare for and Attend FSU Class • Complete In-Class Group Activities • Complete Second Cultural Difference Reflection Journal in Class	Second Cultural Difference Reflection Journal to be Completed in Class
Week 9/ Oct 16-22	**Second Disney Learning Opportunity** **Third Group Discussion**	• Second Disney Learning Opportunity • Third Group Discussion	• Posting: Mon. 10/19 • Replies (2): Th. 10/22
Week 10/ Oct 23-29	**Completion of Second Disney Learning Opportunity Assignments**	• Proof of Completion of Second Disney Learning Opportunity • Video Reflection	• Proof of Completion of Second Disney Learning Opportunity Due Th. 10/29 • Video Reflection Due Th. 10/29
Week 11/ Oct 30-Nov 5	**Culture in the Workplace**	• Online Materials and Assigned Readings in Canvas • Concept Quiz	Lecture, Readings, Concept Quiz Due Th. 11/5
Week 12/ Nov 6-12	**FSU Class: Culture in the Workplace**	• Prepare for and Attend FSU Class • Complete In-Class Group Activities • Complete Third Cultural Difference Reflection Journal in Class	Third Cultural Difference Reflection Journal to be Completed in Class

2026 Week/Date	Topic	Required Assignment or Activity	Assignments Due[2]
Week 13/ Nov 13-19	**The Cross-Cultural Perspective**	• Online Materials and Assigned Readings in Canvas • Fourth Group Discussion	• Online Materials in Canvas Due Th. 11/19 • Posting: Mon. 11/16 • Replies (2): Th. 11/19
Week 14/ Nov 20-26	**THANKSGIVING BREAK Wed Nov 25-Fri Nov 27**	• Work Ahead on Internship Course Assignments	Work Ahead on Internship Course Assignments
Week 15/ Nov 27-Dec 3	**Internship Course Assignments Due**	• Internship Course Final Report Due • Internship Course Disney Evaluation Due	• Internship Course Final Report Due Th. 12/3 • Internship Course Disney Evaluation Due Th. 12/3
Week 16/ Dec 4-10	**Course Completion** **FSU Class:** **Closing Class** **Reverse Culture Shock**	• Any Late/Missing Essay Assignments • (Penalties Apply) • Attend FSU Class • Prepare for Program End	• All Late Assignments Due (None Accepted After Th 12/10) • Health Insurance Extensions (if staying for Grace Period) • Disney Check-Out (Hospitality Students)
January	**FSU Class (TBD)**	• Attendance and Participation (Intercultural Communication Students Only)	Attendance and Participation (Intercultural Communication Students Only)

Hospitality Management Internship—HFT 3941
Fall 2026

Instructor of Record:	Libby Lewis, MA, CSW, CSS, WSET 3, FWS, IWS
Office:	UCB 4132
E-mail:	ealewis@fsu.edu
Phone:	850-645-9734

Availability

If you have questions or concerns about the course, please feel free to contact me. I can be reached by e-mail or telephone using the contact information above. I check e-mail daily between the hours of 8 am and 5 pm and can normally be reached during the same hours by telephone.

Class Meetings

This class will involve a combination of in-class meetings, your academic training experience itself, and a written final report.

Nature of Course

This three-credit hour Dedman College of Hospitality internship is designed to provide the student with hands-on, work-integrated learning in a professional setting. As part of this internship, students will participate in Disney's Traditions class, complete all necessary training for their assigned role(s), and work from 30 to 37.5 hours per week in their role(s). (On rare occasions, students might have opportunities to get overtime.)

Through this internship, they will also have an opportunity to make the most of this experience by deliberately working towards developing new professional skills and examining key areas of Disney operations. Students will set their own professional objectives and evaluate their progress towards achieving those objectives over the course of their program.

At the end of the internship course, they will write a final report summarizing their professional role, analyzing their progress towards meeting their professional objectives, and assessing their overall experience in completing their internship.

Attendance, Tardiness and Related Expectations for Student Conduct

Students must adhere to the policies of the *Walt Disney World*® Resort regarding absences and tardiness for work. These policies are outlined in Disney's *Participant Handbook* each student is provided by Disney (available in DORMS).

Because they will be living in housing provided as part of their Disney program, students will also be expected to abide by the policies and regulations of Flamingo Crossings Village as outlined in their lease agreements and resident handbooks.

Graded Assignments

Statement of Professional Objectives (10%)

The student will write a brief description of the personal and professional objectives they hope to achieve through the internship. This assignment will be completed during their FSU orientation sessions.

Successful Completion of Academic Training (65%)

CGE Special Programs Staff will make regular visits to the *Walt Disney World*® Resort during the academic training period and conduct site visits.

A variety of experiences in each student's role(s) at *Disney* may be viewed as successful, and feedback from diverse managers may be viewed as part of a successful completion. Negative points and written reprimands that do not result in termination do not prevent successful completion of the program.

Students will be asked to provide an evaluation from one of their leaders or managers within the last month of their Disney roles. Instructions on how to do this will be provided on Canvas.

For students who have "role rotations", please submit (if possible) evaluations from leaders or managers from both of your roles (not just from the leader or manager from your second role).

Evaluations are due on Canvas December 3 at 11:59 pm.

Final Report (25%)

Each student must turn in a final report on their internship (750-1250 words, double-spaced, 12-point font). It should include:

- What you did: The name, location(s), and a brief descriptions of your *Disney* role(s)
- What you learned: Three specific things that you have learned through your internship experience (can be personal or professional)
- Professional objectives: Describe how this internship helped you to achieve your objectives as outlined in your statement from the beginning of the semester.
- Career growth: Describe how this internship will help you in your professional career.
- Advice (optional): Any surprises or advice that you would offer to future students.

Be aware that this Final Report is to be a personal reflection on your own experience in your internship, and the use of generative AI such as ChatGPT for preparing your reflection is strictly prohibited.

Final Report is due on Canvas December 3 at 11:59 pm.

Grading

Late Assignments

Assignments are expected to be completed and submitted on time. Unless you have made prior arrangements with the instructor due to extenuating circumstances (e.g., illness, family emergency, etc.), assignment grades will be reduced by one point for each day late. Being late in turning in assignments will have a negative effect on your course grade. Assignments are due at 11:59 pm Eastern Time on the assigned due date.

Grading Scale

		B+	89-87	C+	79-77	D+	69-67	F	≤ 59
A	100-93	B	86-83	C	76-73	D	66-63		
A-	92-90	B-	82-80	C-	72-70	D-	62-60		

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Policies and Resources

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