

HM 442: Hospitality Senior Seminar

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Course Description: A senior capstone course designed to assist in transitioning from being a university student to holding a leadership role within the hospitality industry. The interactive course draws upon the umbrella curricular goals of the hospitality management program in communication, ethics, finance and leadership. Senior assessment may also occur.

Service Learning Project:

According to JMU (<https://www.jmu.edu/csl/>), Community Service-Learning promotes positive social change by providing reflective experiential opportunities with diverse community partners and by supporting the domestic and international work of nonprofit agencies and schools.

Service-Learning is a method of teaching where students learn and develop through active participation in thoughtfully organized community service. The service experience is integrated into and enhances the academic curriculum of the student. Service-Learning courses provide structured time for the students to reflect on the service experience as it relates to their coursework, personal development and civic involvement. (Modified from the Corporation for National Service definition)

HM 442 is a service learning course. As a functional area of the seminar course, you and a group of your peers will be required to identify a non-profit organization that you will raise money for during the "Carnival for a Cause." The project is divided into the following assignments:

Site Visit and Reflection: After your group has selected a non-profit organization to work with, you will need to discuss with your instructor for approval. Once approved, you will set up a meeting with the organization to learn about what they do and who they serve. After the initial meeting, you will write a 500 word essay reflecting on the experience. **Individual Grade.**

Pre-Carnival Event: Prior to the Carnival for a Cause, you will be required to complete one event that takes place within the Harrisonburg community that is also geared at raising funds or increasing awareness for your organization. The audience of the pre-event is the Harrisonburg community. You will be required to create a VLOG (Video Blog) of your outside event that can be published on YouTube. **Group Grade.**

Service Project Proposal: The service proposal is your opportunity to discuss and describe what your booth at the Carnival for a Cause will look like, your pre-carnival event, and how you plan to raise money. You will also set a fundraising goal for your booth and organization. **Group Grade.**

Service Project Execution: During the execution of your service learning project, your performance will be evaluated by the agency that you are serving, as well as one, or more, faculty members. **Group Grade.**

Service Project Presentation: Once the event is completed, you will have the opportunity to debrief the event with the class through presentation. More information about this assignment will be given to you during the semester. **Group Grade/Individual Grade**