

COURSE SYLLABUS FOR HOTEL OPERATIONS MANAGEMENT (HMG 3700)
Fall 2017

Instructor:

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Office Hours for Fall 2017:

Tuesday & Thursday	1.00 PM to 2.00 PM & 3.30 to 4.30 PM
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If these hours are not convenient, other hours may be arranged by appointment. It is best to make an appointment as priority is given to those with appointments. Also, although I make every attempt to keep my scheduled office hours, other duties and commitments sometimes interfere with office hours. Appointments will avoid your having to make unnecessary visits to my office.

Class Meetings:

Tuesdays & Thursdays 9:30 AM – 10:50 AM
Physics Building – PHY 104
Lab to be scheduled

Course Format:

Three-hour lecture/discussion, and 1 on-site hotel lab

Required Course Materials:

TEXT: *Check-In Check-out, 9th Edition*, Gary K. Vallen & Jerome J. Vallen., Prentice Hall, Upper Saddle River, NJ, USA.

Other course materials: the instructor will provide all other readings, forms, and assignments during classes throughout the semester

Course Objectives:

This course is designed to provide the students with a general understanding of the dynamics of the lodging industry, and specifically the operations and management of today's modern hotels.

By completing this course, the student should be able to:

- ◆ Have a better perspective of the lodging industry, both domestic and international.
- ◆ Understand the history of the lodging industry and identify future trends that will affect it.
- ◆ Identify the relationship between a hotel's operational departments.
- ◆ Understand common lodging terms, and how they are used in the hotel industry.
- ◆ State the operating goals of the modern hotel.
- ◆ Describe the basic organizational structure of a hotel.
- ◆ Understand the different stages of a "Guest Cycle" i.e. reservation, registration, and checkout.
- ◆ Perform the basic front office functions
- ◆ Understand the nuances of a hotel's night audit process and also be able to perform a simple night audit of a hypothetical hotel.
- ◆ Comprehend the management decisions on projected costs, room pricing, and future demand.
- ◆ Apply various methods for room pricing, understanding their advantages and disadvantages.
- ◆ Be aware of the impact of current technologies used in the lodging industry.
- ◆ Have a full understanding of security and risk management issues in the industry.

This course also entails a lab session, which will be used to study hotel operations first-hand. Students will also do a manual night audit, revenue project, and in-class case studies.

Students in this course should take a hotel manager's (not the customer's) perspective and intelligently discuss how an issue should be resolved or handled. Remember you are studying to be a hotel manager, not a hotel customer.

Attendance

Class attendance and active participation in class are expected in order to demonstrate achievement of course objectives. The student is responsible for all information, announcements, changes in schedules, etc., which are covered during class periods. Details concerning specific weekly assignments will be announced in class. Tardiness causes interruptions during class time and often results in missed announcements. Please make every effort to be in class and be on time.

Attendance will be taken every class. It is the responsibility of the student to respond to the call for attendance. On the fifth (5th) absence (excused or unexcused), the student may be administratively dropped from the class with a grade of “W” or “WF,” dependent on their standing in tests to date.

Grade Determination:

ITEM	TOTAL POINTS	YOUR SCORE
Test 1	50	
Test 2	50	
Test 3	50	
Test 4A	30	
Test 4B	20	
<u>EIR – Mandatory</u>	5	
Hotel Visit Report	45	
TOTAL	250	

Letter grades will be awarded as follows:

POINT RANGE	PERCENTAGE	YOUR GRADE
225 and above	90% and above	A
200 to 224	80% to 89%	B
175 to 199	70% to 79%	C
150 to 174	60% to 69%	D
149 and below	<60%	F

Assignments:

- All homework submitted must be word-processed.
- All work must be completed by the assigned time to be considered for full credit. All assignments are due at the beginning of the class period on the specific date. If an assignment is late, it should be turned into the main CMHT Office in Chilton Hall Room 331 where it will be date/time-stamped by the office staff. Any assignment turned in after the due date and time will have 10% taken off the total possible points for each day the assignment is late. **Do not drop off late assignments at the instructor's office.**
- Please fasten multiple pages together securely with a staple. The student's name, class, section, and date should be clearly legible on the cover page of each assignment.

Examination Format and Policies:

- Exams will be administered only during regularly scheduled class time. Students arriving late will not be given additional time to complete the exam.
- The exam will cover current chapter(s) in the text, any additional assigned reading, or guest speaker presentations.
- Exams will contain multiple choice, true and false, fill-in-the-blanks, and short answer essay questions. All exams will have questions involving application of formulas and calculations of results.
- No make-up exams will be administered, unless student presents an authorized absence card certified from Dean of Students Office or a written excuse from a medical doctor. Make up times will be scheduled with the instructor.
- **All exams, projects, and field trips must be completed for a grade in this course.** This is a course requirement.
- Please bring a #2 pencil and a basic calculator to class for all exams. **Cell phones will not be permitted for use during exams as calculators.**
- Unannounced mini-quizzes may be given at the discretion of the instructor. **There will be no makeup of these quizzes under any circumstances.**

Hotel Site Visit:

- Hotel site visit will be scheduled for the class to tour a specific hotel and interact with the hotel's management team as a group.
- **This visit will be on Friday morning** from 9.00 AM to 1.00 PM towards the end of the semester – date/time will be announced well in advance in the class – **plan on attending!**
- Each student is **required** to attend this scheduled visit and write a summary report of the experience. If these requirements are **not** met, the student **cannot** be awarded a grade.

The Josiam Variable:

Extra consideration may be given for "borderline" cases when excellent performance is exhibited in areas of class participation, effort, and a keen interest in learning.

Revisions:

The instructor reserves the right to revise this syllabus, class schedule, and list of course requirements to enhance the achievement of the course goals, and objectives. Requirements may be adjusted during the semester, which could alter the total possible points and/or their distribution. Final grade points would then change appropriately. Changes will be announced verbally in class.

University Classroom Etiquette Standards:

During **class** time, students **are** expected to:

- 1) Arrive on time
- 2) Remain in class until class is dismissed
- 3) Give the instructor their complete and undivided attention
- 4) Remain visibly awake, and
- 5) **Turn off cell phones and laptop computers**

During **class** time, students **should not** indulge in the following activities:

- 1) Reading non-class related materials, **including text-messages on cell phones**
- 2) Working on another class assignment
- 3) Writing personal notes to other students in writing or by **text-messaging**
- 4) Participating in personal conversations with other students, orally, in writing, or by text-messaging.

Policy on Recording and or Publishing Lecture Material:

State common law and federal copyright law protect my lectures. They are my own original expression. Whereas you are authorized to take notes in class thereby creating a derivative work from my lecture, the authorization extends only to making one set of notes for your own personal use and no other use. You are not authorized to record my lectures, to provide your notes to anyone who is not enrolled in the class, or to make any commercial use of them without express prior permission from me.

Disability Provisions:

The College of Merchandising, Hospitality & Tourism cooperates with UNT Office of Disability Accommodation (ODA) to make reasonable accommodations for qualified students with disabilities. If you have not registered with the ODA, you are encouraged to do so. Please present your written Accommodation Request and discuss your specific needs with the instructor during the first week of classes.

Academic Dishonesty:

Academic dishonesty will not be tolerated. Anyone practicing scholastic dishonesty will receive a grade of "F" for the whole course and will be subject to the University of North Texas disciplinary procedures that may include expulsion from the University. Read the *UNT Student Guidebook* Chapter: Rules, Regulations, and Policies: Section: Code of Conduct and Discipline. Scholastic dishonesty includes the use of unauthorized assistance (copying) in completing assignments, taking quizzes, tests, or examinations. Plagiarism of material from notes, books, websites, and research articles is not acceptable.

HMG 3700 – Hotel Operations
Tentative Class Schedule for Fall 2017
(Subject to Change!!!)

WEEK AND DATE	TOPICS
Wk 1: Aug 29 & 31	<ul style="list-style-type: none"> • Introduction and Course Overview • Chapter 1: The Traditional Hotel Industry
Wk 2: Sept 5 & 7	<ul style="list-style-type: none"> • Chapter 1: The Traditional Hotel Industry – Continued • Chapter 2: The Modern Hotel Industry
Wk 3: Sept 12 & 14	<ul style="list-style-type: none"> • Chapter 2: The Modern Hotel Industry- Continued
Wk 4: Sept 19 & 21	<ul style="list-style-type: none"> • Chapter 2: The Modern Hotel Industry- Continued • Chapter 3: The Structure of the Hotel Industry
Wk 5: Sept 26 & 28	<ul style="list-style-type: none"> • Test 1: Chapters 1, 2, & 3 • Chapter 4: Forecasting Availability and Overbooking
Wk 6: Oct 3 & 5	<ul style="list-style-type: none"> • Chapter 5: Global Reservations Technologies
Wk 7: Oct 10 & 12	<ul style="list-style-type: none"> • Chapter 6: Individual Reservations and Group Bookings
Wk 8: Oct 17 & 19	<ul style="list-style-type: none"> • Test 2: Chapters 4, 5, & 6 • Chapter 7: Managing Guest Services
Wk 9: Oct 24 & 26	<ul style="list-style-type: none"> • Chapter 7: Managing Guest Services – Continued... • Chapter 8: From Arrival to Rooming
Wk 10: Oct 31 & Nov 2	<ul style="list-style-type: none"> • Chapter 9: The Role of the Room Rate • Test 3: Chapters 7, 8, & 9
Wk 11: Nov 7 & 9	<ul style="list-style-type: none"> • Chapter 10: Billing the Guest Folio • Chapter 11: Cash or Credit: The City Ledger
Wk 12: Nov 14 & 16	<ul style="list-style-type: none"> • Chapter 12: The Night Audit • Chapter 13: Hotel Technology
Wk 13: Nov 21 & 23	<ul style="list-style-type: none"> • The Night Audit – Exercises • November 23 – UNT Closed for Thanksgiving Break
Wk 14: Nov 28 & 30	<ul style="list-style-type: none"> • The Night Audit - Exercises • Nov 30, Wednesday: Test 4A: Chapters 10,11, 12, & 13
Wk 15: Dec 5 & 7	<ul style="list-style-type: none"> • Chapter 13: The Night Audit – Exercises
Wk 16: Dec 14, Thursday	Test 4B (Night Audit Procedures) 8:00 AM to 10:00 AM; PHYs 104