

**COURSE SYLLABUS FOR HOTEL OPERATIONS MANAGEMENT (HMGT 3700-001)**  
**SUMMER 5-Week 2 - 2020**

**Instructor:**

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**Virtual Office Hours: By Appointment – Please message me through CANVAS to make an appointment.**

**Class Meetings on-line on ZOOM:**

**Mon, Tue, Wed, Thu 10:00 AM – 11:50 AM**

**Course Format:**

Two-hour lecture/discussion

**Prerequisites:**

At least a junior standing or consent of the instructor.

**Required Course Materials:**

**TEXT:** *Check-In Check-out: Managing Hotel Operations, 10<sup>th</sup> Edition*, Gary K. Vallen & Jerome J. Vallen., Pearson, Upper Saddle River, NJ, USA.

ISBN-13: 978-0134303505

ISBN-10: 9780134303505

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

### **Course Description:**

This course examines hotel management and operations such as:

- The industry from traditional to modern hotels.
- The process at every stage of the “Guest Cycle” i.e. reservation, registration, stay, and check-out
- The importance of service quality in guest services
- The hotel revenue cycle and impact of rate structures on revenues
- The impact of technology on hotel operations.

Students will also work as a group on Video Case Studies as a class project.

### **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.

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. Since the course is being delivered online on ZOOM, it is very important to be logged in and present during class. The student is responsible for all information, announcements, changes in schedules, etc., which are covered during class periods. Details concerning specific assignments will be announced in class. Tardiness causes interruptions during class time and often results in missed announcements. Please make every effort to be logged in to the class and be on time.

**Attendance will be taken every class. Your attendance and participation on ZOOM is recorded, and will be utilized to mark attendance. On the third (3rd) absence (excused or un-excused), the student may be administratively dropped from the class with a grade of “W” or “WF,” dependent on their standing in tests to date. Since this class meets on an accelerated schedule, missing one class is the equivalent of missing 2 classes in a regular semester.**

### Grade Determination:

**Course work will be evaluated as follows:**

ITEM	TOTAL POINTS	YOUR SCORE
Test 1	50	
Test 2	50	
Test 3	50	
Test 4 – Final Exam	50	
Extra Credit Assignment	10	
<b>Video Case Study Project</b>	<b>60</b>	
<b>TOTAL Possible Points</b>	<b>270</b>	
<b>TOTAL for Grade Calculation – as shown below</b>	<b>250</b>	

**Letter grades will be awarded, based on points secured, as follows:**

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

**I will use the above points scale for the final letter grades – even though you could score up to 270 – that works out to a generous 20 points of extra credit!!!**

### 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. 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.
- All assignments and exams will be submitted on-line through CANVAS.

### **Examination Format and Policies:**

- Exams will be administered through CANVAS only during regularly scheduled class time. Students logging in 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.
- The exams will include business math calculations, multiple choice, true and false, and short answer essay questions.
- 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.
- You will need a computer with webcam to access and complete the exams – please ensure that your computer can access ZOOM and CANVAS and is fully functional during all classes, including the exams.

### **Extra Credit ZOOM Industry Webinar Report:**

- This extra-credit project is optional – you are not required to participate.
  - Please note that is the **only** Extra-Credit option provided for this class.
- Students will do this project as **individuals** – this is **not** a group project.
- Participating Students will attend two ZOOM Webinars hosted by the college and write a reflective paper
- Participating students will submit one report, on the provided template, that discusses the issues mentioned by the speakers, how it relates to this and other classes, and how it relates to your personal/professional life experiences.
- Detailed instructions and templates will be provided on your class CANVAS site.
- **The report will be due Monday, July 27<sup>th</sup>**

### **Video Case Studies Group Project:**

- All students, in groups of 4, will participate in a Video Case Studies project.
- Students will take the initiative to find their own group members.
- Students will select 2 Episodes from the TV Show – ***Hotel Impossible***.
- Each group will submit one report, on the provided template, that discusses the problems faced by the hotels and how the “Expert” resolves those problems.
- Detailed instructions and templates are provided on your class CANVAS site.
- **The report will be due Wednesday, August 5<sup>th</sup>**

### **The Josiam Variable:**

Extra consideration may be given for “borderline” cases when excellent performance is exhibited in such area as class participation, effort and a keen interest in learning assignments.

### **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. The class schedule will be adjusted to accommodate outside speakers. 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 for Online ZOOM Classes:**

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

- 1) Log-In/Arrive on time
- 2) Remain in class until class is dismissed
- 3) Refrain from non-class related activities
- 4) Refrain from participating in **personal** conversations/chats with other students
- 6) **Give the instructor and the instruction their undivided attention.**

### **Policy on Recording and or Publishing Lecture Material:**

Classes on ZOOM will be recorded and posted on CANVAS for your ready reference. **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/Recorded lectures etc., to anyone who is not enrolled in the class, or to make any commercial use of them/upload them to external websites 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, examinations, or labs. Plagiarism of material from notes, books, websites, and research articles is not acceptable.

**HMG 3700 – Hotel Operations**  
**Tentative Class Schedule. Summer 2020**  
**(Subject to Change!!!)**

DAY AND DATE	TOPICS
<b>Monday: July 6</b>	<ul style="list-style-type: none"> <li>• Introduction and Course Overview</li> <li>• Chapter 1: The Traditional Hotel Industry</li> </ul>
<b>Tuesday: July 7</b>	<ul style="list-style-type: none"> <li>• Chapter 1: continued...</li> <li>• Chapter 2: The Modern Hotel Industry</li> </ul>
<b>Wednesday: July 8</b>	<ul style="list-style-type: none"> <li>• Chapter 2: The Modern Hotel Industry-Continued....</li> </ul>
<b>Thursday: July 9</b>	<ul style="list-style-type: none"> <li>• Chapter 3: The Structures of the Hotel Industry</li> </ul>
<b>Monday: July 13</b>	<ul style="list-style-type: none"> <li>• <b>Test 1: Chapters 1, 2, &amp; 3</b></li> </ul>
<b>Tuesday: July 14</b>	<ul style="list-style-type: none"> <li>• Chapter 4: Forecasting Availability and Overbooking</li> </ul>
<b>Wednesday: July 15</b>	<ul style="list-style-type: none"> <li>• Chapter 5: Global Reservations Technologies</li> </ul>
<b>Thursday: July 16</b>	<ul style="list-style-type: none"> <li>• Chapter 6: Individual Reservations and Group Bookings</li> </ul>
<b>Monday: July 20</b>	<ul style="list-style-type: none"> <li>• <b>Test 2: Chapters 4, 5, &amp; 6</b></li> </ul>
<b>Tuesday: July 21</b>	<ul style="list-style-type: none"> <li>• Chapter 7: Managing Guest Services</li> </ul>
<b>Wednesday: July 22</b>	<ul style="list-style-type: none"> <li>• Chapter 7: Managing Guest Services..Continued...</li> </ul>
<b>Thursday: July 23</b>	<ul style="list-style-type: none"> <li>• Chapter 8: From Arrival to Rooming</li> </ul>
<b>Monday: July 27</b>	<ul style="list-style-type: none"> <li>• Chapter 9: The Role of the Room Rate</li> <li>• <b>Extra-Credit – Report Due</b></li> </ul>
<b>Tuesday: July 28</b>	<ul style="list-style-type: none"> <li>• <b>Test 3: Chapters 7, 8, &amp; 9</b></li> </ul>
<b>Wednesday: July 29</b>	<ul style="list-style-type: none"> <li>• Chapter 10: Billing the Guest Folio</li> </ul>
<b>Thursday: July 30</b>	<ul style="list-style-type: none"> <li>• Chapter 11: Cash or Credit: The City Ledger</li> </ul>
<b>Monday: August 3</b>	<ul style="list-style-type: none"> <li>• Chapter 12: Night Audit</li> </ul>
<b>Tuesday: August 4</b>	<ul style="list-style-type: none"> <li>• Chapter 13: Hotel Technology</li> </ul>
<b>Wednesday: August 5</b>	<ul style="list-style-type: none"> <li>• Chapter 13: Hotel Technology..Continued...</li> <li>• <b>Video Case Studies – Report Due</b></li> </ul>
<b>Thursday: August 6</b>	<ul style="list-style-type: none"> <li>• <b>Review for Final</b></li> </ul>
<b>Friday: August 7</b>	<p><b>Exam 4 – Final Exam (Chapters 10, 11, 12, &amp; 13)</b>  <b>10:00 AM to 11:50 AM – Class Time</b></p>