

HMGT 4600 – Information Technology in Hospitality & Tourism
University of North Texas – College of Merchandising, Hospitality, and Tourism
Course Outline/Syllabus
Summer 2018, Section 001

Instructor: Dr. Xi Leung

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Office Hours: Tu Th 11:00 AM – 12:00 PM or By Appointment

Class Meetings: Mo Tu We Th 2:00PM - 3:50PM

Class Location: Chilton 345

1. COURSE DESCRIPTION:

HMGT 4600, Information Technology in Hospitality & Tourism (3 credit hours) is designed to familiarize students with the strategic use of information technology (IT) in the hospitality and tourism fields. Topics include the unique needs for and characteristics of IT in the aforementioned industries, as well as management, operations, and impacts of IT on organizations and the industry as a whole.

Prerequisite(s): Junior Standing

2. REQUIRED COURSE MATERIALS:

The course requires **three cases**. Students are required to purchase cases on Harvard Business Publishing Website, at <http://cb.hbsp.harvard.edu/cbmp/access/79791126>. Name: IT IN HOSPITALITY & TOURISM. Any other required readings (articles, reports, news, websites, etc) will be posted on Blackboard.

3. LEARNING OBJECTIVES:

Upon successful completion of this course, the students should be able to:

- Gain a broad understanding of how technology is used in the hospitality industry (**Knowledge & Comprehension**);
- Understand the strategic roles of information systems in hospitality and tourism (**Knowledge & Comprehension**);
- Understand and identify the different varieties of hospitality specific information technology and systems (**Knowledge & Application**);
- Analyze IT enabled marketing, promotion, and distribution practices in the industry (**Knowledge & Analysis**);
- Evaluate IT systems from customer and employer perspectives (**Analysis & Evaluation**);
- Understand the importance of social media presence and marketing for hospitality/tourism businesses (**Knowledge & Comprehension**);
- Understand the IT-facilitated distribution system for the hospitality industry (**Knowledge & Comprehension**).
- Understand the sharing economy and the applications in the hospitality industry (**Knowledge & Comprehension**).
- Understand the use of mobile technology in the hospitality/tourism/gaming industry (**Knowledge & Comprehension**);
- Make decisions on IT-related issues for hospitality/tourism operations (**Analysis & Synthesis**).
- Use Excel software to do professional Industry analysis (**Application & Analysis**).

4. CLASSROOM POLICIES

1) Course Requirements / Student Responsibilities

- Students are responsible for all materials presented in lecture, cases, guest speakers, all handouts, reading assignments, and all material posted to Blackboard.
- Students are responsible for completing all quizzes and exams, for submitting all assignments in a timely fashion, and for being up to date on any changes that may occur in the class schedule.
- Students are responsible for attending every class, arriving to class on time, paying attention in class, and not disturbing others while in class. Disruptive students will be asked to leave.
- Students are responsible for working together as a team for the group project, holding each other accountable, turning in your portions in a timely manner, and producing quality, professional work.

2) Class Policies

- Student's **UNT email** is the primary personal communication method after class. Please make sure you check your UNT email for any personal communication from the instructor.
- Students are using **Blackboard** to download course materials, eg., assignments, instructions, additional readings, and to submit assignments. Students must check the Blackboard at least every week for important announcements. Invariably, necessary adjustments related to course material and due dates occur throughout the semester. Any **assignment submission through email** will **NOT** be accepted.
- Late submission will result in **a deduction of 10 percent of the grade per day**, including weekends (one letter grade down per day). All hard copy assignments are due **at the beginning of class**. Assignments turned in electronically are to be submitted to Blackboard **by 11:59pm** on the due date.
- Attendance is mandatory; **roll is taken every class and is a part of your participation grade**. Check Attendance for more details of grading.
- The syllabus and class schedule are subject to change by the Instructor's discretion. These changes will be announced in class or on Blackboard.
- Extra credit opportunities will be given throughout the semester, at the Instructor's discretion. Do not beg for a grade bump at the end of the semester if you did not take advantage of these opportunities! Check Extra credits for more details.
- All written assignments must be typed in a **standard, 12 point Times New Roman font, double spaced, in APA style**. Reference the Purdue Online Writing Lab on the UNT library homepage for help with APA. (<http://www.library.unt.edu/help/tutorials/apa-style-sciences>)
- **Laptops must be turned off during class time** unless the instructor allows it. Students do not comply with this policy will be requested to leave the classroom and given one absence.
- The Instructor reserves the right to remove disruptive, unruly, or rude students from the class.
- The Instructor reserves the right to revise this syllabus, class schedule, and list of course requirements. Any major revisions will be distributed during the lecture period. Requirements may be amended during the semester, which could affect the total number of possible points and/or their distribution. Final grade points would then change accordingly.

***IMPORTANT: Students are highly encouraged to read this syllabus and Blackboard Announcement before asking questions to the instructor regarding course schedule and grading.**

5. TECHNICAL ASSISTANCE & SUPPORT:

For assistance with any Blackboard issues call the UIT Help Desk at 940-565-2324 or visit <http://it.unt.edu/helpdesk> for support. You can also stop by in person or submit a request through the web.

Important: *Please do not contact me for technical assistance since I have no control over the technical aspects of the new learning platform.*

6. COURSE GRADING:

Measurements	Points
(1) Exams (Exam 1, Exam 2, and Final)	37% (200 points)
(3) Group Projects	25% (137 points)
- Industry IT Innovation project	100 points
- In-class group activities	37 points
(4) Individual assignments	27% (105 points)
- 5 Excel lessons	25 points
- 2 Excel review assignments	40 points
- 2 case summary paper	30 points
- In class assignments	10 points
(5) Attendance and Participation	11% (58 points)
- Attendance	40 points
- iClicker participation	18 points
Total	100% (500 points)
Extra Credits:	(Cap at 20 points)
- Excel review III extra credits	(5 points)
- Microsoft Office Specialist (MOS) certification exam extra credits	(10 points)
- Teaching evaluation (SPOT) extra credits	(5 points)

- **Grading Scale:**

A = 450 – 500 points

B = 400 – 449 points

C = 350 – 399 points

D = 300 – 349 points

F = 0 – 299 points

- 1) **Exams:** (37% of your total grade) There are **three exams during the semester: Exam 1, Exam 2, and Final Exam**. Final Exam is **cumulative**. Exam 1 and Exam 2 have 50 points each, while Final Exam has 100 points in total. All exams are closed-book, but one-page study aid will be allowed. Exam questions will consist of multiple choice, true/false questions, short essay questions, and Excel questions. There will be **exam review sessions** before exams with extra credit opportunities. Please make sure you attend!

The final exam will follow the university given final exam schedule. For this class, the final examination date is **August 10, 2018 (Friday) 2:00PM - 3:50PM**, in the regularly scheduled classroom. The final exam **MUST** be taken on the scheduled day and time. **NO LATE ADMITTANCE WILL BE ALLOWED ON THE EXAM DAYS**. The instructor will **NOT** make any accommodations due to your work schedule or other classes (The exception might be given if you have three or more final examinations scheduled on the same calendar day). You will have two hours to complete your final exam.

- **Exam Supplies:** For the exams students must bring the following: **#2 Pencil**. **You are not allowed to use smart devices (phones and tablets)**. The instructor will not provide supplies for students. The instructor will not grade exams that do not follow instructions including the failure to use a scantron.
- **Make-Up Exam:** **There will be NO MAKE-UP EXAM**. A schedule of exam dates is given on the first day of class, so that students can be sure to be present on those dates. **Only in excused absence circumstance (See below excused absence policy), a make-up exam will be given.**
 - Providing official documentation of the emergency to the instructor will be required **prior to** request for the make-up exam. Student Athletes must contact the instructor prior to exam schedule if he/she

has an exam scheduling conflict and present proper documentation. **The instructor will NOT make accommodation for students on exam due to work schedules, other class schedules, or other obligations.**

- **IMPORTANT:** The instructor will not respond to a student's email which asks for make-up exam unless the student presented the official documents in advance. **The instructor also will not respond to students' requests for giving extra credits after posting final grades.**

- 2) **Group projects:** (25% of your total grade) There will be three group discussions and one big semester project based on in-class practices and out-class activities. Students will form groups of 3-4 for all group assignments/project in this class. Group project due dates are on the tentative schedule. Hard copy assignments are due **at the end of class**. Electronic copy/PowerPoint slides are to be submitted to Blackboard **by 11:59pm** on the due date. Late submission will result in **a deduction of 10% of the grade per day**, including weekends (one letter grade down per day).
- **In-class group activities** (37 points total): In each lecture class, there will be some type of group activities (please refer to course schedule for details). Each student group will finish the assigned activities in class and turn in the notepaper before leaving the class. Each group is required to submit ONLY one notepaper. Students with excused absence can make up group activities by finishing on their own.
 - **Industry IT Innovation project** (100 points): Each student group will pick a hospitality company (eg. hotel, restaurant, travel agent, meeting/event, CVB, airline, etc). The group is required to visit that company and **interview a manager** (GM, department head, IT manager, owner, etc). The subject of the interview is regarding the application of technologies at that company and one issue/question/problem need to be solved by IT innovation. Create questions to find out about what technologies they use on a daily basis, how they use them, what they do, what is the technology trend in that industry, website, social media, mobile app, etc; an all-around information and exploratory interview. Also ask what the interviewee likes and dislikes about the technologies they mentioned. Before you conduct interview, **discuss the interview questions with the instructor and get feedback**. After interview, the group will work together to find a solution/propose an IT innovation to solve the problem/question the manager mentions in the interview. The group will conduct research to find evidences/justifications to support their innovative idea/proposal. The group will then present the idea/proposal to the manager in order to get his/her feedback. The group may improve their idea/proposal based on the manager's suggestions. The final IT innovation project will be presentation in front of the whole class at the end of the semester by a PowerPoint presentation. **Please refer to Industry IT Innovation Project grading rubric for detailed requirements.**
- 3) **Individual Assignments:** (27% of your total grade) There will be Two case summary, Five Excel lectures, and Two Excel review assignments. Student will also complete 2 in-class practices on paper. Include your full name in Word/Excel file title, and submit them on the due dates (see the tentative schedule; assignments are submitted to Blackboard **by 11:59pm** on the due date).
- **Case summary** (15 points each): We will teach 3 cases in class. Each student will select 2 cases out of 3 and complete **TWO** case summary papers. The case summary will be due the day before the case is discussed in class. **Only electronic copy will be accepted**. Late submission will result in **a deduction of 10 percent of the grade per day**, including weekends (one letter grade down per day). **Please refer to Case summary grading rubric for detailed requirements.** The case summary MUST include:
 - **Title page** - include the case name, student's name and ID#.
 - **Company overview and history** – brief introduce the company in the case. Includes the company's overview and history. If other features of this company are mentioned in the case, please also included.

- **IT application** – What is the IT application discussed in the case? Introduce this specific technology and its application in the case company. If the outcome of this IT application is mentioned in the case, please also include in this section.
- **Facing problem** – What is the problem the company is facing in the case? Also include the background of this problem. How does this problem impact the company?
- **Suggested solution** – What were the suggested solution mentioned in the case? Do you agree with or disagree with the case solution? If you were the manager of the case company, how would you solve this problem? How to justify and support your suggestions? What is the action plan for resolving the case problems?

The case summary should be a **Word document** with a length of **2 - 3 pages** (excluding the title page and any references). **MUST use Times New Roman Font, Size 12, and double spaced.**

Academic Integrity: ** Please note that both Excel assignments and case summary are individual assignments and are subject to plagiarism check by the instructor. Plagiarism is taking credit for someone else's work whether deliberately or unintentionally. This includes but is not limited to turning in all or part of an essay written by someone else (a friend, an internet source, etc.) and claiming it as your own, including information or ideas from research material without citing the Source, and copying Excel assignment done by someone else. Feel free to consult with me before completing assignments if you have any questions about what does or does not constitute plagiarism. More generally, please familiarize yourself with UNT Policy 06.003, [Student Academic Integrity](#), which applies to this course. Of course, I do not anticipate any problems with academic integrity. In the unlikely event that any concerns do arise on this score, I will forward all related materials to the Office of Academic Affairs and the Dean of Students Office for an impartial adjudication. Plagiarism is a serious offense and will not be treated lightly. Depend on the seriousness of the offense, it may lead to an "F" or a numerical value of zero on the assignment, an "F" or an "FF" grade (the latter indicating academic dishonesty) in the course, suspension, or expulsion from the University.*

- 4) **Attendance and Participation:** (11% of your total grade) Successful completion of this course requires regular attendance of classes and active participation in class activities (discussions and practices).
- **Attendance** (40 points): Attendance will be monitored and is **MANDATORY. Roll is taken in each class. Students are expected to attend all classes and to arrive on time.** You are allowed **TWO unexcused absence**. Starting from the 3rd unexcused absence, you will lose **3 points** per unexcused absence until a maximum of 40 points are deducted. With full attendance (with Two unexcused absence), you will receive 40 points.
Attendance will be maintained from seating chart. Students are expected to attend class on time and stay the entire period. Attendance will be taken **at the beginning of each class**. If you are late for more than **15 minutes**, you will be marked as late and **lose 1.5 points** in attendance. If you are late for more than **30 minutes**, you will be marked as absent and **lose 3 points**. If you miss a class, you are responsible for the pool of material and the assignment. **The instructor will NOT give individual lectures to students who miss a class**, no matter the absence is excused or not.
 - **Excused Absence Policy**
An absence may be excused for the following reasons: a religious holy day, including travel for that purpose; active military service, including travel for that purpose; participation in an official university function; illness or other extenuating circumstances; pregnancy and parenting under Title IX; and when the University is officially closed by the President.
All excused absence document need to be obtained from UNT Dean of Student. Located at UNT Student Union Suite 409 (940-565-2648; deanofstudents@unt.edu). **In order to approve your absence is Excused, you have to provide the instructor the documentation the office provide no later than one week after excused absence. The instructor will not accept any other documentations as prove of excused absence.** Failure to provide a valid documentation within the time frame will deem it

unexcused. **If a student has to leave early with any of the reasons listed above, the student should INFORM THE INSTRUCTOR BEFORE THE CLASS STARTS.**

- **iClicker Participation (18 points):** Students need **smart phones/Tablet to participate in class through iClicker Cloud**. In each class when there are iClicker polling questions, you will receive 2 point if you answer 75% of iClicker questions (no matter correct or wrong). If you have technical difficulty, please answer iClicker questions on a paper and turn it in at the end of the class. If you don't have a smart phone, please check the following link to borrow a laptop from Library:
<http://www.library.unt.edu/services/facilities-and-systems/laptops-checkout>
iClicker is flexible across devices. You may participate by choosing one of the two options below:
 1. iClicker Reef app: You may use your own smartphone or tablet by downloading the app available for iOS and Android
 2. iClicker website – <http://www.iclicker.com> – for browser-based use

With either option, you will create an account with iClicker, select University of North Texas as your institution, and enter your EUID (your Blackboard login ID) in the *Student ID (optional)* space. To add the course to your iClicker Reef list, log into Blackboard using a browser and click the link in this course. You'll be directed to your iClicker Reef account. Log in as needed and the course will appear in your personal list.

Click on the course and JOIN when we are in session. Connecting via wifi in UNT classrooms is highly recommended.

Academic Integrity: **Please note that the misuse of iClicker Reef will be considered a violation of proper student conduct and will be treated as cheating. For this class, iClicker Reef is to be used as a learning tool by you in the classroom. Misuse would include submitting answers for a friend who is not in attendance in class, submitting answers when you are absent, having someone else submit answers for you when you are absent, or any other use of iClicker Reef by which you are not submitting your own work in class.*

5) **Extra credits:** Students have four opportunities to receive extra credits:

- **Excel review III extra credits (5 points):** There are 3 Excel review assignments given out during exam review classes. The first two are regular assignment points. The last Excel review assignment is worth 5 extra credits. The due dates of the assignments are on the tentative schedule.
- **Microsoft Office Specialist (MOS) certification exam extra credits (10 points):** You are encouraged to take MOS certificate exam. It is a computer exam to be taken in Sage Hall Computer-Based Testing Center (Room 330C). You will gain 10 extra points if you take the certificate exam, no matter you pass or not. In addition, you may use the exam score plus 10 points as your final exam grade.
- **Teaching evaluation extra credits (5 points):** At the end of the semester, all students will be able to receive a 5-point extra credit if 70% of class finish SPOT teaching evaluation. The instructor is trying to get an unbiased and comprehensive understanding of how this course can be improved in the future.

7. **TENTATIVE COURSE SCHEDULE** (Subject to change per class progress)

Week Date	Topic	Activities in class (Points available)	Assignments Due
Week 1 7/9	Introduction	Find your group ☺ Group project initiation: Brainstorm interview questions	Submit Syllabus agreement Decide your target company
Week 1 7/10	Hospitality technology strategy	Group Discussion (2) <i>Group project time</i>	Industry IT Interview Questions Due
Week 1 7/11	Hotel Technology Excel Lesson 1: Format, Filter, Sort	Group Discussion (2) Excel Lesson 1 (4)	Excel Lesson 1 Due

Week 1 7/12	Restaurant Technology Excel Lesson 2: Charts	Group Discussion (2) Excel Lesson 2 (5)	Excel Lesson 2 Due
Week 2 7/16	Case 1: Blackshop Restaurant Exam 1 Review	Reading Assurance Test (RAT) (5) Excel Review I	Case 1 Summary Due (on 7/15)
Week 2 7/17	Exam 1		Excel Review I Due
Week 2 7/18	e-Commerce and Website design Excel Lesson 3: Basic Functions I	Website evaluation (4) Excel Lesson 3 (4)	Excel Lesson 3 Due
Week 2 7/19	Internet Marketing & Search Engineer Marketing Excel Lesson 4: Basic Functions II	In-class Assignment (5) Excel Lesson 4 (6)	Excel Lesson 4 Due
Week 3 7/23	Case 2: TripAdvisor	RAT (5) <i>Group project time</i>	Case 2 Summary Due (on 7/22) Industry IT Interview Report Due
Week 3 7/24	No class	Individual group set appointment to meet with instructor (15 mins)	
Week 3 7/25	User generated content (UGC) and Social Media Exam 2 review	Group Discussion UGC evaluation (4) Excel Review II	
Week 3 7/26	Exam 2		Excel Review II Due
Week 4 7/30	Online Travel Agent & Global distribution system Excel Lesson 5: Sumifs & Pivot Table	Group Discussion (2) In-class Assignment (5) Excel Lesson 5 (6)	Excel Lesson 5 Due Case 3 Summary Due
Week 4 7/31	Sharing economy Case 3: Airbnb: What's Next?	Poster and Gallery Walk (2) Extra credit for winner RAT (5)	
Week 4 8/1	Mobile App and Payment	Mobile evaluation (4) <i>Group project time</i>	
Week 4 8/2	Overview of MOS Exam		Industry IT Innovation Proposal Due
Week 5 8/6	MOS Exam (extra credit)		Industry IT Innovation Project Due
Week 5 8/7	No class	Individual group set appointment to meet with instructor (15 mins)	
Week 5 8/8	Industry IT Innovation presentation		
Week 5 8/9	Final exam review	Excel Review III (extra credit)	Excel Review III Due
Week 5 8/10	Final Exam 2:00 p.m. - 4:00 p.m.		Be on time and Good Luck ☺

***Note:** Syllabus dates and topics are tentative and subject to change. Although the instructor has every intention of following this course outline, the first priority is to provide the best possible learning experience. If necessary, the instructor will alter the material/course/course requirements to that end. **Test dates will NOT be changed.** Updated copies will be posted on Blackboard.