HMGT 4600 – Information Technology in Hospitality & Tourism
University of North Texas – College of Merchandising, Hospitality, and Tourism
Course Outline/Syllabus
Summer 2019, Section 001

Instructor: Dr. Xi Leung
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Office Hours: Tu We 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. RECOMMENDED COURSE MATERIALS:

Collins, G. R., Cobanoglu, C., Bilgihan, A., & Berezina, K. (2017). *Hospitality Information Technology: Learning How to Use It (8th Edition)*. **Dubuque, IA: Kendall Hunt.**
Any other required readings (articles, reports, news, websites, etc) will be posted on Canvas.

3. CMHT GLOBAL COLLEGE LEVEL OUTCOMES (SLOs)
- Critical Thinking: Analytical (CTA); Theoretical (CTT)
- Collaboration (CL)
- Leadership: Ethical (LDE); Professional (LDP)
- Global Perspectives (GP)
- Effective Communication (EC)

4. LEARNING OBJECTIVES:

Upon successful completion of this course, the students should be able to:
- Identify the new technology trends in the hospitality/tourism industry **(GP, EC)**;
- Evaluate the strategic roles of information systems in the hospitality/tourism industry **(CTT, LDP, GP)**;
- Apply various information technology in the hospitality/tourism industry **(CTT, LDP, GP, EC)**;
- Analyze IT enabled marketing, promotion, and distribution practices in the hospitality/tourism industry **(CTT, LDP, GP)**;
- Prepare the hospitality/tourism industry for the mobile technology and sharing economy **(CTT, LDP, GP)**;
- Analyze IT application for hospitality/tourism businesses **(CTT, CL, LDP, GP, EC)**.
- Analyze business performances using Excel software **(CTA, LDP, EC)**.

5. 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 Canvas.

- 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 **Canvas** to download course materials, eg., assignments, instructions, additional readings, and to submit assignments. Students must check the Canvas 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 Canvas **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 Canvas.
- 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 Canvas Announcement before asking questions to the instructor regarding course schedule and grading.**

6. TECHNICAL ASSISTANCE & SUPPORT:

For assistance with any Canvas 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.

7. COURSE GRADING:
- **Grading Scale: (Final grade is point-based. Please do NOT email the instructor to round up %)**
  - A = **450 – 500 points**
  - B = **400 – 449 points**
  - <u>**C = 350 – 399 points**</u>

D = **300 – 349 points**
F = **0 – 299 points**

Measurements	SLOs	Points
(1) Exams (Exam 1, Exam 2, and Final)	CTA, CTT, GP, EC	40% (200 points)
(2) Individual assignments		27% (135 points)
- 6 Excel lessons	CTA, LDP, EC	30 points
- 6 Excel assignments	CTA, LDP, EC	90 points
- In class assignments	CTA, LDP	10 points
- Tech news assignment	LDP, GP, EC	5 points
(3) Industry IT Application Project	CTT, CL, LDP, GP, EC	15% (75 points)
(4) Attendance & Participation		18% (90 points)
- Attendance		60 points
- In-class group activities	CTT, CL, LDP, GP, EC	30 points
Total		**100% (500 points)**
Extra Credits:		(up to 31 points)
- Competition winner		(6 points)
- Excel review extra credits (5 points each)		(20 points)
- Teaching evaluation (SPOT) extra credits		(5 points)

1) **Exams:** (**40%** 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.**
  o 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.**
  o *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) **Individual Assignments:** (**27%** of your total grade) There will be <u>Six</u> individual Excel assignments based on <u>Six</u> Excel lectures. Student will also complete <u>2</u> in-class assignments on paper and one Tech News assignment. Include your full name in print doc/Excel file title, and submit them on the due dates (see the tentative schedule; Excel assignments are submitted to Canvas **by 11:59pm** on the due date; In-class assignments are submitted in person by the end of the class). Late submission will result in **a deduction of 10% of the grade per day**, including weekends (one letter grade down per day).

- **Tech news assignment (5 points):** Each student will be assigned to search for hospitality technology news related to ONE lecture topic. Students will present the news they find in the beginning of the class and form a competition. The winner of the competition "<u>Best News of the Day</u>" will receive an **extra 2 points**.

  <u>Academic Integrity</u>: ** Please note that **Excel assignments** 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 <u>UNT Policy 06.003, Student Academic Integrity</u>, 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.*

3) **Group projects:** (**15%** of your total grade) There will be one big semester group project based on in-class practices and out-class activities. Students will form groups of **3** for the group project in this class. Group project due dates are on the tentative schedule. Electronic copy/PowerPoint slides are to be submitted to Canvas **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).

- **Industry IT Application project**: 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**. Also conduct research online about technology trends, applications, future initiatives in that industry. **Create an 8-10 minutes' video presentation**. Be creative in telling a good story in the video. <u>The Video is NOT the interview process</u>. **Please refer to the separate document "Industry IT Application Project grading rubric" for more detailed requirements.**

4) **Attendance and Participation:** (**18%** of your total grade) Successful completion of this course requires regular attendance of classes and active participation in class activities (discussions and practices).

- **Attendance** (60 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 **ONE unexcused absence**. Starting from the 2nd unexcused absence, you will lose **5 points** per unexcused

absence until a maximum of 60 points are deducted. With full attendance (with One unexcused absence), you will receive 60 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** or leave the class **15 minutes** before class is dismissed, you will be marked as late and only receive **half credits** in attendance. If you are late for more than **30 minutes** or leave the class **30 minutes** before class is dismissed, you will be marked as absent and **lose all attendance credits**. 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**: Students need **smart phones/Tablet to participate in class through iClicker Cloud.** This is both to check your attendance and to help you prepare for exams. 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 Canvas login ID) in the *Student ID (optional)* space.
  To add the course to your iClicker Reef list, log into Canvas 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.*

- **In-class group activities** (**30** 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.

5) **Extra credits:** Students have four opportunities to receive extra credits:
   - **Competition winner** extra credits (up to **6 points**): there are three competitions throughout the semester: Tech news competition; Robotics in hospitality idea competition; and Sharing economy idea competition. In each competition, the winner will receive an **extra 2 points**.
   - **Excel review assignment** extra credits (up to **20 points**): There are 3 Excel review assignments given out during exam review classes. Each Excel review assignment is worth 5 extra credits. The due dates of the assignments are on the tentative schedule.
   - **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.

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

Week Date	Topic	Activities in class (Points available)	Assignments **Due**
Week 1 7/8	Introduction 1. Hospitality technology strategy	Find your group ☺ *Group project initiation* Group Discussion (3)	Decide your target company
Week 1 7/9	2. Guest centric technologies Excel Lesson 1: Format, Filter, Sort	Group Discussion (3) *Group project time*	
Week 1 7/10	3. Robotics in hospitality Excel Lesson 1: Format, Filter, Sort	Poster and Gallery Walk (3) Extra credit for winner Excel Lesson 1 (5)	Excel Lesson 1 Due Step 1 Industry IT Interview Questions Due
Week 1 7/11	4. Online travel agent & Global distribution system Excel Lesson 2: Charts	In-class Assignment (5) Excel Lesson 2 (5)	Excel Lesson 2 Due Excel Assignment 1 Due
Week 2 7/15	*Exam 1 Review*	Excel Review I (extra credit)	Excel Assignment 2 Due (on **7/14**)
Week 2 7/16	**Exam 1**		Excel Review I Due
Week 2 7/17	Guest Speaker: Mark Reynolds, *Centrada Solutions* 5. Network security & e-Commerce	Group Discussion (3)	
Week 2 7/18	6. e-Marketing & Search Engineer Marketing Excel Lesson 3: Basic Functions I	In-class Assignment (5) Excel Lesson 3 (4)	Excel Lesson 3 Due
Week 3 7/22	7. Social media & User generated content (UGC)	UGC evaluation (5) Group presentation *Group project time*	Excel Assignment 3 Due (on **7/21**)
Week 3 7/23	8. Sharing economy Excel Lesson 4: Basic Functions II	Poster and Gallery Walk (3) Excel Lesson 4 (6)	Excel Lesson 4 Due
Week 3 7/24	*Exam 2 review*	Excel Review II (extra credit)	Excel Assignment 4 Due

Week 3 7/25	**Exam 2**		Excel Review II Due
Week 4 7/29	9. Mobile app and payment	Mobile evaluation (5) Group presentation *Group project time*	
Week 4 7/30	10. Location-based service technology (RFID, Beacon) Excel Lesson 5: Sumif, Countif, & What-if analysis	Group Discussion (3) Excel Lesson 5 (6)	Excel Lesson 5 Due Step 2 Industry IT Interview Report Due
Week 4 7/31	*Class Tour* to **UNT IT Shared Services**		Excel Assignment 5 Due
Week 4 8/1	Video Production Workshop	*Group project time*	
Week 5 8/5	11. Virtual reality Excel Lesson 6 PivotTable & PivotChart	Group Discussion (2)	Excel Lesson 6 Due Step 3 Industry IT Application Video Due
Week 5 8/6	Group Project presentation		Excel Assignment 6 Due
Week 5 8/7	*Final exam review*	Excel Review III (extra credit)	
Week 5 8/8	**Final Exam (Paper exam portion)**		Excel Review III Due
Week 5 8/9	**Final Exam (Excel portion) 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 Canvas.

9. Syllabus Policy Statements

A. **Academic Integrity Standards and Consequences.** According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. This is explained in the UNT Student Handbook.

B. **ADA Accommodation Statement.** UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website at disability.unt.edu.

C. **Emergency Notification & Procedures**. UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.