COURSE SYLLABUS

Please read this syllabus in its entirety. It is a part of the course content. Further, it is important that you understand what is required in this course and the time frames for completing assignments and activities.

SECTION 1: COURSE INFORMATION

<table>
<thead>
<tr>
<th>Course Number &amp; Name:</th>
<th>HFT 3253 LODGING OPERATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRN:</td>
<td>82102</td>
</tr>
<tr>
<td>Course Credit Hours:</td>
<td>THREE (3) CREDIT HOURS</td>
</tr>
<tr>
<td>Semester:</td>
<td>FALL 2014</td>
</tr>
<tr>
<td>Department/Program:</td>
<td>RESORT AND HOSPITALITY MANAGEMENT</td>
</tr>
<tr>
<td>Meeting Times/Location:</td>
<td>WEDNESDAY’S, 11:00 AM – 1:45 PM - SUGDEN ROOM 240</td>
</tr>
<tr>
<td>Format:</td>
<td>CAMPUS</td>
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<tr>
<td>Instructor Name:</td>
<td>MARCIA TAYLOR, PHD</td>
</tr>
<tr>
<td>Office Location:</td>
<td>SUDGEN HALL 216</td>
</tr>
<tr>
<td>Contact Information:</td>
<td>(239) 590-7692</td>
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<tr>
<td>Office Hours:</td>
<td>W: 9:00 AM – 11:00 AM</td>
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<td>TH: 12:00 PM – 2:00 PM</td>
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<td>OPEN DOOR all other times</td>
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<td>OR BY APPOINTMENT</td>
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<tr>
<td>Prerequisites:</td>
<td>HFT 3003</td>
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COURSE DESCRIPTION:
This course provides a basic understanding of lodging operations and management. It provides a realistic look at the operations and management. It provides a realistic look at the operations of each department and insight into the financial aspect of operations.

REQUIRED TEXT:
2. RATEsim: A HOTEL ROOM PRICING SIMULATION SOFTWARE (Cost - $30 approx. - INFORMATION AVAILABLE IN CLASS)

SUPPLEMENTAL TEXT (TOGETHER CAN BE USED AS SUBSTITUTE FOR THE CUSTOMIZED TEXT):
SUPPLEMENTAL READING:
Please visit the following websites and/or read the following periodicals and newspapers for current information:
www.str-online.com
www.hotel-online.com
www.ahla.com
www.arccorp.com
www.hsmai.org
www.iaapa.org
www.iacvb.org
www.hotelmotel.com.com
www.hotelsmag.com
www.hotelbusiness.com
www.htp.org
http://www.hotelchatter.com/tag/
http://www.hotelinteractive.com/home.aspx
http://www.hotelinteractive.com
www.hbrmag.com
www.hfp.org

COURSE WEBSITE (CANVAS):
http://fgcu.edu/canvas/

SECTION 2: MISSION, LEARNING OUTCOMES, & MEASUREMENTS

A. PROGRAM MISSION
“The mission of the Resort and Hospitality Management program is to provide students with core competencies and experiential learning opportunities in preparation for successful management careers and leadership roles in the resort and hospitality industry and to instill values of lifelong learning and community service.”

B. PROGRAM LEARNING OUTCOMES (PLOs)
Upon successful completion of the program students will be able to:
1. Illustrate proficiencies and skills relevant to the operational areas of Resort and Hospitality Management.
2. Apply effective communication skills.
3. Evaluate information and make decisions using critical thinking and problem solving skills.
4. Apply ethical reasoning and professional judgment.

COURSE LEARNING OUTCOMES
At the completion of this course, students should be able to:
1. Differentiate operational procedures in each department in lodging operations.
2. Identify the major challenges to the hospitality industry and provide analysis to these challenges and what is needed for change.
3. Identify methods to plan and evaluate lodging operations.
4. Explain management decisions made when projecting costs, room pricing, and future demand.
6. Demonstrate oral and written communication skills in presentations and assignments.
7. Demonstrate the ability to read and analyze case studies and scenarios applicable to lodging operations, and formulate solutions using analytical and critical thinking skills.

D. MEASUREMENTS OF STUDENT LEARNING OUTCOMES FOR COURSE ASSESSMENT REPORT
The following expectations were determined by the C3 leadership (Core Course Coordinators for the LCOB in the spring of 2012. These are the LCOB goals—not grades. The LCOB is not looking to replicate our grade distribution.
Exemplary: If 90% of the students got 80% of the questions correct, performance was exemplary
Exceed: If 80% of the students got 80% of the questions correct, expectations were exceeded
Meet: If 70% of the students got 80% of the questions correct, expectations were met
Does not Meet: If less than 70% of the students got 80% of the questions correct, expectations were not met
Consistent with the LCOB standards, the goal (meets standard) is for at least 70% of students to get 80% of the material correct.
### ALC/IL/O PLO Learning Objectives

<table>
<thead>
<tr>
<th>Course Learning Outcomes</th>
<th>Assessment Use To Measure Outcomes</th>
</tr>
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<tbody>
<tr>
<td><strong>Content/Discipline Knowledge &amp; skills</strong></td>
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<tr>
<td><strong>PLO1</strong></td>
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<tr>
<td>1. Differentiate operational procedures in each department in lodging operations.</td>
<td>Exams and assignments</td>
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<tr>
<td>2. Identify the major challenges to the hospitality industry and provide analysis to these challenges and what is needed for change.</td>
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<tr>
<td>3. Identify methods to plan and evaluate lodging operations.</td>
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<tr>
<td>4. Explain management decisions made when projecting costs, room pricing, and future demand.</td>
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</table>

| Communication PLO 2 | |
| 6. Demonstrate oral and written communication skills in presentations and assignments. | Assignments and project |

| Critical/Analytical Thinking PLO 3 | |
| 7. Demonstrate the ability to read and analyze case studies and scenarios applicable to lodging operations, and formulate solutions using analytical and critical thinking skills. | Assignments |

**ALC – Academic Learning Compact (State of Florida requirements)**

**ILO – University Learning Outcomes**

**PLO – RHM Program Learning outcomes**

### SECTION 3: LEARNING OUTCOME EVALUATION METHODS AND GRADING POLICIES

**A. Course Grading:** assigned based on the total number of points earned on the following assignments:

<table>
<thead>
<tr>
<th>GRADE COMPONENT</th>
<th>POSSIBLE POINTS</th>
<th>ACTUAL POINTS</th>
<th>CUMULATIVE TOTAL</th>
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<tr>
<td><strong>INDIVIDUAL ASSIGNMENTS</strong></td>
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<tr>
<td>Exam # 1 - <strong>Chapters – 1, 2, 3, 4, &amp; 5</strong></td>
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<tr>
<td>Exam # 2 - <strong>Chapters – 6, 8, 9 &amp; 10</strong></td>
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<tr>
<td>Exam # 3 - <strong>Chapters – 7, 11, 12, 13, &amp; 14</strong></td>
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<tr>
<td>Assignments (6)</td>
<td>100</td>
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<tr>
<td>Revenue Management Simulation</td>
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<tr>
<td><strong>TEAM ASSIGNMENTS</strong></td>
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<tr>
<td>Team Assignments (In-class)</td>
<td>100</td>
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</table>
### B. How your final course grade is determined based on percentage points?

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<tr>
<th>Letter Grades</th>
<th>Points Range</th>
<th>Percentage Range</th>
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<tbody>
<tr>
<td>A</td>
<td>930 - 1000</td>
<td>93% - 100%</td>
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<tr>
<td>A-</td>
<td>900 - 929</td>
<td>90% - 92.9%</td>
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<td>B+</td>
<td>870 - 899</td>
<td>87% - 89.9%</td>
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<tr>
<td>B</td>
<td>840 - 869</td>
<td>84% - 86.9%</td>
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<tr>
<td>B-</td>
<td>800 - 839</td>
<td>80% - 83.9%</td>
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<td>C+</td>
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<td>700 - 769</td>
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<tr>
<td>D</td>
<td>600 - 699</td>
<td>60% - 69.9%</td>
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<tr>
<td>F</td>
<td>BELOW 600</td>
<td>0% - 59%</td>
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</table>

### SECTION 4: TEACHING METHODS, PHILOSOPHY, & MESSAGE TO STUDENTS

#### A. TEACHING METHODS AND LEARNING STRATEGIES

This course is taught both in traditional classroom mode, and supplemented with in-class activities and outside assignments. Learning strategies will be student-focused, using both self-directed and group interaction. You are also expected to be familiar with the textbook material as assigned and to keep up with the schedule of readings. Not all topics in each chapter will be covered in class lectures due to time limitations. Students are therefore individually responsible for becoming familiar with all assigned materials and assigned chapters.

#### B. TEACHING PHILOSOPHY

The education process works best when both the instructor and the student share in and are committed to the learning process. Therefore, the learning expectations for this course are based upon a set of assumptions about you as an adult learner. I view each student as a responsible individual, who are aware of and will initiate positive learning behavior. You will plan your time resources accordingly to maximize your learning. You will also learn, with your special experience and background, through interaction and participation in the classroom and through classroom activities or extra-curriculum activities. I will ask questions that will require you to conceptualize and analyze the “what if” of scenarios related to the law.

Recognizing that each student is unique, and therefore each learning process will differ, I will assist each student with appropriate strategies and plans for instruction as well as creating an environment conducive to learning by making myself accessible and maintaining:

1. a comfortable physical learning environment
2. a comfortable psychological environment
3. the respect of each individual in the classroom and stress
4. the importance of honesty and integrity
5. active participation in discussions, and
6. accommodation of unforeseen circumstances

#### C. MESSAGE TO STUDENTS

The aim of this course is to help students understand how lodging establishment are managed effectively. Emphasis is placed on the following hotel departments: Front Office, Reservations, Revenue management, Housekeeping and Property operations and other key areas to the rooms division. The class, through
lecturers, research, assignments and the use of a hands-on computer simulation, the student will become knowledgeable in how lodging operations are managed effectively.

I will rely on each student to make mature and reliable decisions regarding their commitment and performance in this class. Your attendance is essential to your success, and to the development of our classroom community. Each class will include in-class assignments that cannot be made up after the class is over. Fifty extra points will be awarded at the end of the semester for attendance.

Note taking will be important for you to be able to grasp and understand fully the concepts and issues presented and discussed. My assumption is that since you have chosen to be in this course, you will handle your presence in the class responsibly and courteously. This means that you will abide by the rules and regulations of the class. You are responsible for all material discussed or assigned during the class. If you miss a class session, it is your responsibility to get that information from another student. PowerPoints will be available on CANVAS after each week’s lecture.

I look forward to a very productive semester.

SECTION 5: TENTATIVE CLASS SCHEDULE OUTLINED FOR FALL 2013

<table>
<thead>
<tr>
<th>WEEK</th>
<th>Due Date</th>
<th>CHARTERS, TOPICS &amp; ASSIGNMENTS</th>
<th>ASSESSMENT METHODS</th>
</tr>
</thead>
</table>
| 1     | AUG 20   | Syllabus, Course Review, Projects discussion  
CHAPTER 1 – HOTEL ORGANIZATION  
Students Learning Outcomes:  
1. Explain the mission statement and describe how goals, strategies, and tactics are used to accomplish the mission.  
2. Discuss the role of lodging managers  
3. Identify the lines of responsibility depicted in the organization charts of lodging facilities.  
4. Identify the front-of-the-house areas from back-of-the-house areas and revenue centers from support centers.  
5. Describe the functions performed by departments  
6. Identify the functions performed by departments within full-service and limited service lodging facilities.  
7. Describe the organization of the front office department and the purpose of job descriptions and job specifications. | Exam questions and in class activities |
| 2     | AUG 27   | CHAPTER 2 - FRONT OFFICE OPERATIONS  
Students Learning Outcomes:  
1. Explain the functions of management as performed by the front office manager.  
2. Identify front office responsibilities.  
3. Describe the guest cycle.  
4. Discuss the importance of Interdepartmental communication.  
5. Describe the property management system.  
Assignment 1: Trends in hotels – New hotel brands, styles, types etc. (See CANVAS for instructions) | Exam questions, class activities |
| SEP 3 |         | CHAPTER 3 - RESERVATIONS  
Students Learning Outcomes:  
1. Explain the responsibilities of the reservations department.  
2. Identify the sources of reservations. | Exam questions, class activities |
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Learning Outcomes</th>
<th>Notes</th>
</tr>
</thead>
</table>
| 3    | SEP 10 | 3. Discuss the sales dimension of the reservations process.  
4. Identify the types of reservations | | |
| 4    | SEP 17 | 1. Identify the activities of the guest cycle  
2. Explain data management  
3. Describe the guest registration procedures  
4. Explain the importance of the first guest contact  
5. Explain the guest accounting process  
6. Identify current creative registration options  
1. Discuss the sales dimension of the registration process.  
7. Discuss the challenges of the registration process | Assignment 2: Reservation (See CANVAS for instructions) | Exam questions, class activities |
| 5    | SEP 24 | Exam 1 – Chapters 1 - 5  
CHAPTER 6 - REVENUE MANAGEMENT  
Students Learning Outcomes  
1. Explain the concept of revenue management  
2. Identify the components of revenue management  
3. Discuss the application of revenue management  
4. Describe revenue maximization  
5. Explain how forecast information is used in capacity management, discount allocation, and duration control  
6. Discuss common formulas use to measure and manage revenue  
7. Explain how revenue management decisions are affected by: group room sales, transient room sales, food and beverage activity, conventions and special events.  
8. Identify revenue management and room availability tactics used in during high demand periods from those tactics used during low demand periods.  
Revenue Management – American Airlines Video RATEsim Introduction (Payments due) | | Exam questions, class activities |
| 6    | OCT 1  | Chapter 6 – Revenue Management cont....  
STAR Report RATEsim – Assignment 1 | | Exam questions, class activities |
| 8    | OCT 8  | Chapter 6 – Revenue Management cont....  
In-Class Assignment: Revenue Management Exercise Assignment 3 - STAR REPORT RATEsim – Assignment 2 | | Exam questions, class activities |
| 9    | OCT 15 | CHAPTER 8– PLANNING AND EVALUATING OPERATIONS (FRONT OFFICE) | | Exam questions, class activities |
Students Learning Outcomes:
1. The management process front office managers perform to achieve organizational objectives.
2. Explain how room rates are established, and identify special room rate categories.
3. Applying the ratios and formulas managers use to forecast room availability.
4. Explain the forecasting of demand and the effect of demand on room rates.
5. Identify the front office manager’s role in the hotel income statements and rooms division income statements.
6. Explain how to estimate expenses when budgeting for operations.
7. Apply the ratios and formulas managers use to forecast room availability.
8. Explain how managers use various reports and ratios to evaluate front office operations.
9. Explain how managers plan for disasters.

CHAPTER 9 – PLANNING HOUSEKEEPING OPERATIONS
Students Learning Outcomes:
1. Explain the executive housekeeper’s role in organizing the housekeeping department.
2. Identify the different forms housekeeping department uses in during the planning function.
3. Explain the different task, such as “Opening the house” and related duties, that must be completed in order to run the operations.
4. Explain the importance of cleanliness and hygiene.
5. Identify the typical cleaning responsibilities of the housekeeping department.
6. Identify the tools the housekeeping department uses to plan its work.
7. Identify basic management functions of the executive housekeeper.

CHAPTER 10 - CONTROLLING EXPENSES
1. Identify the skills needed and manage effectively the departmental budget, inventory, material classification and any related pre-opening operations.
2. Identify the executive housekeeper’s responsibilities in relation to the budget planning process.
3. Describe how the executive housekeeper uses the operating budget as a control tool.
4. Identify the executive housekeeper role in the hotel income statements and rooms division income statements.
5. Identify the line items on a rooms division income statement that are affected by expenses incurred by the housekeeping department.
6. Identify how departmental expenses are estimated during the budget planning process.
7. Identify actions the executive housekeeper can take to control expenses.

Exam questions, class activities
8. Explain the purchasing responsibilities of the executive housekeeper.
9. Identify factors to consider when determining the size of an annual linen purchase, and discuss capital budgets.
10. Identify issues that an executive housekeeper should address when considering the use of outside contractors to perform cleaning services.
11. Identify trends in housekeeping.

Assignment 4: Profit and Loss Statement

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<tbody>
<tr>
<td>12</td>
<td>NOV 5</td>
<td>EXAM 2 – CHAPTERS 6, 8, 9, 10</td>
<td>RATEsim</td>
<td>CHAPTER 11 - SAFETY AND SECURITY</td>
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<td>Exam questions, class activities</td>
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<td></td>
<td>1. Identify safety issues in guestrooms, public areas, &amp; swimming pool areas</td>
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<td>2. Identify the responsibilities of a loss prevention committee</td>
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<td>3. Explain the importance of documentation</td>
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<td>4. Identify issues connected to handling guests complaints and behavior</td>
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<td>5. Explain the importance of an effective emergency plan and how it is developed.</td>
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<td>6. Discuss the trends in safety and security.</td>
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<tbody>
<tr>
<td>13</td>
<td>NOV 12</td>
<td>CHAPTER 12 - ENGINEERING AND MAINTENANCE</td>
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<td>Students Learning Outcomes:</td>
<td></td>
<td>Exam questions, class activities</td>
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<tr>
<td></td>
<td></td>
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<td></td>
<td>1. Identify the areas of responsibility assigned to the maintenance department of a lodging facility.</td>
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<td>2. Explain the importance of routine maintenance in a professionally managed hotel.</td>
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<td>3. Explain the importance of preventive maintenance in a professionally managed hotel.</td>
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<td>4. Explain the importance of emergency maintenance in a professionally managed hotel.</td>
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<td>5. Describe the processes required to properly manage and control utility consumption in a lodging facility.</td>
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</table>

CHAPTER 7 - ENVIRONMENTAL AND ENERGY MANAGEMENT

Students Learning Outcomes:
1. Explain the concept of going green
2. Explain why it is important for hospitality properties to adopt environmental friendly policies
3. Identify the economic, environmental, and social benefits of going “green”
4. Explain the role of housekeeping in a "green" property.
5. Identify strategies for going “green.”
6. Explain how housekeeping cleaning chemicals are safely managed.
7. Identify trends in sustainability in hotels

Assignment 5: Trends in sustainability/environmental/energy

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<tr>
<td>14</td>
<td>NOV 19</td>
<td>CHAPTER 13 - FOOD AND BEVERAGE</td>
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<td>Students Learning Outcomes:</td>
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<td>Exam questions, class activities</td>
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<td></td>
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<td></td>
<td>1. Describe the organizational structure used in smaller hotels’ food and beverage operations.</td>
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</table>
2. Describe the organizational structure used in larger full-service hotels' food and beverage operations.
3. Explain how hoteliers assess guest needs when planning food and beverage offerings.
4. Identify important operating procedures related to purchasing, receiving, storing, issuing, and producing food and beverage products.
5. Identify management concerns related to serving à la carte meals, room-service and banquets in a hotel.

CHAPTER 14 – HOTEL TECHNOLOGY

Students Learning Outcomes:
1. Identify the differences among various locking systems
2. Explain the implications of the new player in the field.
3. Identify and explain the attributes of various energy management and climate control systems, including PTAC’s.
4. Explain the acceptance of the rapid obsolescence seen with telephone-related installations.
5. Exploring technology as it relates to minibars.

Assignment 6: Trends in hotel technology

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Details</th>
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<tr>
<td>DEC 3</td>
<td>EXAM 3 – Chapters 7, 11, 12, 13, 14</td>
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<tr>
<td>DEC 8 Mon.</td>
<td>PRESENTATIONS</td>
<td>10:30 am – 1:15 pm (Monday, December 18)</td>
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</tbody>
</table>

Communication – Written and Oral

“THE INSTRUCTOR RESERVES THE RIGHT TO AMEND THE TENTATIVE SCHEDULE AS DEEMED NECESSARY.”

C. CLARIFICATIONS ON GRADING ASSIGNMENTS REQUIRED

Course requirements:

1. ATTENDANCE/PREPAREDNESS/PARTICIPATION

   PREPAREDNES – In preparation for each class, you are responsible for reading the assigned chapter(s) prior to class. You are also responsible for learning the material in the chapters, demonstrating your understanding of topics in the CANVAS discussions, and assignments. You are expected to ask questions about any area you do not understand. You are also required to be aware of current trends in the lodging industry.

   PARTICPATION AND ATTENDANCE - Your class participation grade is tied to your attendance. Five extra points will be added to your grade for each day attendance and five points will be subtracted for each class missed after the first two absences. Because you cannot participate in class discussions and assignments, you will also lose points for each in class assignment missed.

   REMEMBER, ATTENDANCE IN THIS CLASS IS MANDATORY.

2. TEAM ASSIGNMENTS: Interactive exercises will be assigned randomly to assess student-learning outcomes and to provide feedback regarding understanding and application of the material presented in the lecture and assigned chapter. There also will be guest speakers throughout the semester. Missed in-class assignments (including a summary of the guest speaker presentation) cannot be made up. Weekly team assignments, consisting of scenarios, case studies, and questions will be assigned in class. (100 points – 10% of your grade)
3. **EXAMS (45% of your grade)** - There will be three (3) examinations. Exams will be in an objective format and are not cumulative. The examinations may consist of multiple choice, true/false; fill-in-the-blanks questions; scenarios/questions and will cover class material, activities, student observations, case studies, assigned readings, and current events, when applicable. The exam questions will focus on your knowledge and intellectual skills, by testing your understanding topics covered. In preparation for exams, the key terms, listed at the end of the chapter, will be useful to clarify the terms and help you to apply the principles to hotel operations.

The tentative schedule for the exams is as follows:
- **Exam 1** - Chapters 1, 2, 3, 4, & 5
- **Exam 2** - Chapters 6, 8, 9 & 10
- **Exam 3** - Chapter 7, 11, 12, 13, & 14

**ALL EXAMS WILL BE IN CLASS. BUBBLE SHEETS, WRITING PAPERS, PENS, AND PENCILS ARE NEEDED FOR ALL EXAMS.**

4. **INTERVIEWS TEAM PROJECTS (20%)** - Working in teams of 4-5 students, teams will arrange visits to hotels to interview at least 3 managers in key positions. Two of the managers must be from the rooms division (rooms division manager, front office manager, housekeeping, or revenue manager) and one executive manager, if possible the general manager) of a full service hotel or resort. Special permission is needed to visit limited service hotels.

The report should include an overview of the responsibilities of the managers, how they carry out these responsibilities. Emphasis should be on the management functions - planning, organizing, leading and controlling. Part of the visit must include a tour of the property.

The main objective of this assignment is for students to learn as much as possible about the roles of the different management positions in a hotel, and the skills used to manage efficiently and effectively. Therefore questions asked should focus on the management and operation of the hotel not on the description of the hotel (see sample questions on CANVAS).

Team members will record their observations, information received during the interviews, and opinions formed from the visit(s), comparing and contrasting what was learned at the hotel to in class and the text and write a report of not less than 12 pages. Each team will give a ten-minute presentation to the class of the highlights of their hotel. **Reports Due: Wednesday, November 12, 2014 @ 11:00 AM.**

**IMPORTANT: TEAM MEMBERS CANNOT USE THEIR PRESENT or PAST PLACE OF EMPLOYEMENT.**

**IT IS MANDITORY FOR ALL TEAM MEMBERS TO BE PRESENT AT THE INTERVIEWS AND AT THE PRESENTATIONS. FIVE (5) POINTS WILL BE SUBSTRACTED FOR EACH MISSED PRESENTATION.**

**PLEASE NOTE: TEAMS MUST BE FORMED BY SEPTEMBER 3rd.**

**REPORT AND PRESENTATION EVALUATION FORM IS AVAILABLE ON CANVAS.**

5. **RATEsim (A computerized simulation (15%):** In teams, students will operate as member of the hotels revenue management office with a leading focus on revenue optimization through pricing strategies. Hotels compete with each other in real time and within the realistic market dynamics of a competitive set of hotels. As in a real market, the competitive strategies and decisions of each hotel affect both its results and the results of all of the other hotels in the competitive set.

Students will develop skills in revenue management, and make decisions that will affect the success of the company. Specifically, exercises in following will be applied:
- Strategic pricing  dynamic market place based on price/value positioning
• Constructing a cost effective and competitive product which supports incremental pricing and improved REVPar
• The financial impact of pricing decisions on monthly and annual business results.

6. INDIVIDUAL ASSIGNMENTS (10%)—Students will be assigned six individual homework assignments throughout the semester. The two lowest grades will be dropped. The assignments will be graded for both content, based on the requirements, and written communication. See rubric on CANVAS. (100 points – 10% of grade).

SECTION 6: CLASSROOM FORMAT, POLICIES, and MANAGEMENT STATEMENT

A. CLASS ROOM FORMAT
This course is taught both in traditional classroom mode, and supplemented with the discussion forum and outside assignments. Learning strategies will be student focused, using both self-directed and group interaction. Students are expected and encouraged to apply their own professional experiences and perspectives to support and reinforce class materials.

Students are also expected to be familiar with the textbook material as assigned and to keep up with the schedule of readings. Not all topics in each chapter will be covered in class lectures due to time limitations. Students are therefore individually responsible for becoming familiar with all assigned materials and assigned chapters.

B. CLASS CONDUCT GUIDELINES
Students and the professor have a duty to respect and preserve the integrity of the learning environment of every class. Accordingly, disruptive behavior is not permitted and is subject to disciplinary action. Examples of disruptive behavior are excessive private conversations with other students, the sound or use of mobile phones or laptop computers, abruptly entering or leaving the room without immediate explanation, and returning late from a class break.

CELL PHONES AND LAPTOPS
Our class time is valuable and should be devoted to lecture and class activities. The use of ALL electronic devices (e.g. cell phones, IPod, laptop computers etc.) are PROHIBITED DURING CLASS. Please turn your ringers off and store your phones and other electronics prior to the start of class. When asked to refrain from using laptops/Tablets, students are expected to follow instructions or leave the class. The use of laptops or cellphones in class will result in loss of 5 points from the final grade and continuous use of cell phones will result in dismissal from the class.

PROFESSIONALISM
Professional/business attire is required for final presentations, site visits and guest speakers (see professional attire information on CANVAS).

All students are expected to conduct themselves in a professional manner. Unprofessional behavior such as, but not limited to:
• repeated disruption of class (including habitually walking in after class has started)
• sleeping in class
• doing other course work in class
• reading a newspaper in class
• a ringing cell phone
• frequent side conversations with other students
• the use of any electronic devices without permission to do so
• or rudeness toward any person will be considered a serious violation of this standard and will lower your grade accordingly and may result in dismissal from the class.

SPECIFIC GUIDELINES
• Please do not use your cell phones in class or leave class to answer a call.
• Please do not use your computer in class.
• Please do not leave class early unless prior approval was given.
• Please do not eat in class. EACH DAY THERE WILL BE A 15 MINUTES BREAK between 9:00 PM and 9:30 PM (BEFORE OR AFTER). DRINKING IS OK.
• Please keep up with current events in the industry by reading periodicals and newspapers.
• Please become familiar with and adhere to the academic honesty policy of the University. If you have any question or need a clarification, please do not hesitate to ask your professor for a clarification.
• Please read the assigned chapters and know the material well enough to discuss it in the class.
• Please participate in the class discussions.
• Please attend class every week.
• Please be on time for class
• Please submit assignments and reports on time.
• Please respect your fellow classmates by not talking during class unless you are asking or answering a question or contributing to a discussion.
• Please do not enter the classroom in the middle of a presentation or when a guest speaker is present.

ATTENDANCE POLICIES, PREPAREDNESS and PARTICIPATION
I will rely on each student to make mature and reliable decisions regarding their commitment and performance in class and on the discussion board. Your attendance and participation is essential to your success and to the development of our classroom community. My assumption is that since you have chosen to be in this class, you will handle your presence in the class responsibly and courteously. This means that you will abide by the rules and regulations of the class.

Attendance
Attendance in this class is mandatory. Absence from class can reduce your course grade. You are responsible for all material discussed or assigned during the class. If you miss a class session, it is your responsibility to get that information from other students (not from your professor). Each class will include in-class assignments that cannot be made-up after the class is over. Note taking will be important for you to be able to grasp and understand fully the concepts and issues presented and discussed.

Preparedness and Participation
You are expected to prepare adequately for, and to participate actively in, every class discussion. I will begin each class with the assumption that you have fulfilled your responsibility to read all assigned material carefully and completely and that you are ready to present and discuss in class your answers in respect to all assigned cases. During the course, your preparation and preparedness (P&P) in each class is evaluated and you will receive assignments to partially assess your P&P, specifically in case briefing.

Good participation requires that in class you publicly respond to questions and comments from the professor and from fellow students, and that you spontaneously offer your own thoughts and opinions on the material. Neither mere attendance nor merely saying something in class meets this standard. You are expected to bring to and to demonstrate in each class sufficient preparation, intellectual curiosity, and language skills to engage in a high level of disciplined analytical thought and discussion.
that enhances your and your fellow students’ learning. All these factors affect your preparedness and participation grade.

**STUDENT’S WORK/ASSIGNMENTS**
All examinations, bubble sheets, quizzes/answer sheets, assignments, projects etc., remain the property of the university. If students wish to review either, they may do so in my office. Files will be kept in the office with all assignments and exams.

- Work/Assignments that do not follow direction/requirements will not be read, graded or evaluated and will receive only ten percent (10%) of the total points for submission.
- All out-of-class assignments must be submitted on CANVAS in the “Turn-it-in-drop box”. Students must be present in class and on time for submitted assignments to be accepted. A copy of the submitted assignment must be brought to class for in-class discussions.
- Late assignments will be deducted 10% for each day late.
- Any information you want the instructor to know must be in writing. No telephone calls or oral explanations will be accepted. I will respond to emails MONDAY thru FRIDAY BEFORE 7 PM.
- Telephone calls for information from the instructor are accepted.
- All updates or changes will be announced in class and on CANVAS.

All written assignments should adhere to the following format. Points will be deducted for excessive mistakes.

- Typed in a university compatible software (recommend Microsoft Word) 12-point font).
- 1-inch margins on the top, bottom, left and right.
- Double space.
- Spell check.
- Grammar check.
- Page numbers at the bottom right of each page.
- Date, assignment title and your name on the cover page.
- Use headings and if appropriate, sub-headings, to help organize your papers. A reader can get lost in a paper that seems to go on forever. Headings help the reader keep track of the information within a paper.
- The required report format is APA style. If you are not familiar with APA style, please refer to the following Websites for guidelines: [http://webster.commnet.edu/apa](http://webster.commnet.edu/apa) and [http://owl.english.purdue.edu/handouts/research/r_apa.html](http://owl.english.purdue.edu/handouts/research/r_apa.html). Grading criteria for papers: 50% Content 50% Writing.

**FORBIDDEN: Plagiarizing**
1. Plagiarizing, which is copying words directly out of a published document without using quotation marks and giving the author credit; or paraphrasing another person’s ideas or thoughts as your own without giving reference
2. Copying another person’s work including using notes, cheat sheets, etc. during an exam
3. Handing in work prepared by another individual as your own work
4. Any act of intellectual or general dishonesty.
5. More than 25% plagiarism is considered a serious violation.

**RESULT:** Any violation will result in the assignment of a **zero** for the project or exam plus expulsion from the course.

**ENCOURAGED: Assisting other students in learning:**
1. Broadcasting useful websites to classmates over listserv.
2. Answering any difficult questions posed by classmates over listserv.
3. Participate actively in-group discussions in class and on-line.
4. Helping classmates with course structural misunderstandings, due date confusion, computer technical questions, etc.

C. POSTING OF GRADES - All grades will be posted on CANVAS within 5 to 10 days after assignments are submitted. CANVAS will notify you each time there is a change in grades. You are encouraged to check your grade during the semester. You can do so by visiting CANVAS. It is your responsibility to keep up with your grades at all times.

D. MAKE UP POLICY - You cannot make up in class assignments. For missed exams, a valid excuse should be submitted. Students, who miss an exam or wish to drop a low grade, will be allowed to take a comprehensive exam at the end of the semester. Your professor must be notified in advance of the missed exam; or in the case of an emergency, documentation must be submitted.

SHOULD YOU HAVE ANY QUESTIONS CONCERNING YOUR PROGRESS, GRADES, OR OTHER ISSUES PERTAINING TO THE CLASS, PLEASE LET ME KNOW AS SOON AS POSSIBLE SO THAT THEY CAN BE ADDRESSED IN AN EFFICIENT MANNER. DO NOT WAIT UNTIL THE END OF THE SEMESTER TO QUESTION GRADES OR YOUR PROGRESS.

SECTION 7: UNIVERSITY & COLLEGE STANDARDS & POLICIES

Academic Behavior Standards and Academic Dishonesty - All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the “Student Code of Conduct” on page 11, and “Policies and Procedures” sections on pages 18 - 24. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at http://studentservices.fgcu.edu/judicialaffairs/new.html

Copyright – The university requires all members of the university community to familiarize themselves and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under university policies.

Disability Accommodations Services - Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall 137. The phone number is 239-590-7956 or TTY 239-590-7930

University Policy about Student Observance of Religious Holidays - All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

**Grading Policies and Grading Systems** - The grading system at FGCU is described in the FGCU Catalog and is overseen by the Office of Planning and Institutional Performance. ([http://www.fgcu.edu/catalog/](http://www.fgcu.edu/catalog/))

In accordance with FERPA (Family Educational Rights and Privacy Act, 1974), grades may not be announced in class or displayed in any public view by use of the Student ID number (or social security number) in a paper or electronic format. Electronic display format includes email or a web-based environment such as Angel.

**Retention of Papers, Tests, Student and Class Records** - University policy dictates that any materials, hardcopy or electronic, that contribute to the determination of a course grade be maintained by individual faculty for one full academic year after the end of the semester. In addition, departments/programs must maintain all records pertinent to grades for any faculty no longer with the university.

**Eagle Mail** - is Florida Gulf Coast University's student e-mail system. Your FGCU Eagle Mail account MUST be activated. If you are a first time student, you will need your PIN and Student ID, both of which are assigned at registration.
- If you don't know your PIN, you will need to go to the Registrar's office to retrieve it.
- To activate your account, visit [http://admin.fgcu.edu/IS/applications/studentaccts/activate.asp](http://admin.fgcu.edu/IS/applications/studentaccts/activate.asp).
- The ANGEL ([http://elearning.fgcu.edu](http://elearning.fgcu.edu)) will be used as the primary application for learning and communication. Additional course information may be distributed via Eagle Mail, so make sure you know how to retrieve your Eagle mails, and check it very frequently *(at least once a day).*
- Log in to ANGEL at [http://elearning.fgcu.edu](http://elearning.fgcu.edu). You need to use FGCU Eagle Mail account and password to log in.
- Assignments, instructions, and other course information on ANGEL are integral components of the course material and are hereby incorporated as part of this syllabus.

**The FGCU Writing Center** - assists student writers through free, accessible, learning-based writing consultations. Our primary goals are to help students improve their abilities to think independently, to write critically, and to learn and implement strategies that will assist them in producing effective writing assignments. Consultants help writers with brainstorming, formulating a clear thesis, developing their ideas, and revising. Writing Center sessions are designed to assist writers in improving their ability to revise independently. Writing Consultants also help writers identify issues of style and mechanics; however, **they do not edit or proofread.** The Writing Center is located in Library West, 202C. Library West is not accessible from the main Library building (Library East). Phone: 239/590-7141