INSTRUCTOR
Katerina Berezina, Ph.D., CHTP, CRME
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Tel: 941-359-4320
E-mail: Berezina@usf.edu (preferred) (please put HFT 3423 in the subject line of the email)

OFFICE HOURS
by appointment

CREDIT HOURS
3 Credits

LECTURES
Online via Canvas website

REQUIRED
ISBN: 9781465224071

PREREQUISITES
None

COURSE OVERVIEW
Information and communication technologies have emerged as key platforms to facilitate operations, commerce and communication on a global basis. In the hospitality and tourism industry, the importance of information technology systems has increased tremendously in the past few years – and this trend will certainly continue. The integration of technology systems into the operation, marketing and management efforts of hospitality and tourism organizations is an important key to success. This integration requires that technology and the overall organizational mission/goals are coordinated to achieve the desired effectiveness. This course is designed to cover topics related to information system applications in the hospitality industry.

COURSE TOPICS
The course will cover the following content areas:
1. Computer Hardware and Software, Computer Networks
2. Managing Information Systems
3. Hotel Property Management Systems (PMS)
4. Hotel In-Room Technologies
5. Restaurant Management Systems
6. Business Intelligence in the Hospitality Industry
7. Information Systems Selection and Implementation

COURSE OBJECTIVES
This course is designed to provide students with an applied understanding of the information systems and technologies used in the hospitality industry. This course is a survey of computer applications, issues, and trends in the hospitality industry. The objectives of the course are as following:

1. Address different networking options in the hospitality industry.
2. Develop an understanding of hospitality technology applications and their importance in supporting hospitality operations.
3. Provide opportunities for hands-on experience on generic and industry specific applications.

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT MISSION STATEMENT: The Bachelor of Science in Hospitality Management in the College of Hospitality and Technology Leadership at the University of South Florida Sarasota-Manatee prepares graduates for global leadership positions in the hospitality industry through foundational knowledge of hospitality operations and experiences that develop critical thinkers who promote diversity, ethical responsibility, lifelong learning, and community engagement.

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT PROGRAM LEARNING OUTCOMES (PLOs):

1. Identify and apply business concepts and skills relevant to the operational areas of hospitality management.
2. Describe and apply the fundamental principles of leadership and model the behavior of effective leaders.
3. Demonstrate effective communication skills.
4. Analyze information and make ethical decisions using critical thinking and problem solving skills.
5. Embrace and promote diversity, community engagement, and lifelong learning.

COURSE STUDENT LEARNING OUTCOMES:

Upon completion of this course, students will be able to:

1. Define key terminology, concepts, and trends associated with hospitality information systems and technology. (Aligns with PLO’s 1 & 3)
2. Identify the major information systems used by the hospitality industry, their roles, and important managerial issues associated with them. (Aligns with PLO’s 1 & 3)
3. Understand the impact of technology on hospitality information processing and as a strategic enabler. (Aligns with PLO’s 1, 2, 3 & 4)
4. Describe the operational capabilities, functions, features, and architectures of a computer-based information system within a hospitality environment (e.g., Property management systems, restaurant management systems, revenue management, business intelligence, and distribution systems). (Aligns with PLO’s 1 & 3)
5. Successfully use generic applications to organize, process, analyze, and present data. (Aligns with PLO’s 1, 2 & 3)
6. Successfully use a cloud-based property management system to handle reservation and guest folio inquiries. (Aligns with PLO’s 1 & 2)
7. Describe common Internet and social media applications used in hospitality environments. (Aligns with PLO’s 1 & 3)
8. Assess the impact of industry-specific technologies on operational performance. (Aligns with PLO’s 1, 3 & 4)
9. Identify the steps and considerations in selecting and implementing hospitality information systems. (Aligns with PLO’s 1, 3 & 4)
10. Evaluate and measure the effectiveness and results of information systems and technology used in hospitality settings. (Aligns with PLO’s 1, 3 & 4)
11. Recognize key drivers of hospitality technology and innovation. (Aligns with PLO’s 1, 2 & 3)
12. Analyze current technology issues, and evaluate how these issues may impact the industry. (Aligns with PLO’s 1 & 3)

COURSE FORMAT
The course will be delivered in an online format. All class materials will be posted on Canvas website. Students are responsible for all reading assignments and lecture materials. On Canvas website, please work through the Modules. All lecture materials and assignments for a given week are posted under a respective module. All modules are numbered, include the topic of the week, and the starting date of the module. All assignments for the week are due on the Friday of a given week by 11:59 pm.

CANVAS USE
The class syllabus is posted in CANVAS, an online course management system. In this class CANVAS will be used for course announcements, grading, assignment information, and some assessments. Information on how to use CANVAS is available at:
http://www.sarasota.usf.edu/Academics/DE/current_students.php
Other sources for assistance are the toll-free hotline, (866) 974-1222 or the live online help site:
http://usfsupport.custhelp.com/app/chat/chat_launch

GRADING, EVALUATION AND ATTENDANCE POLICIES
Students must complete all major components as described in the course syllabus/schedule (examples: assignments, exams, presentations, etc.) in order to pass the course. The grade in this course will be computed as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Introduction</td>
<td>10</td>
</tr>
<tr>
<td>b. Discovery Learning</td>
<td>100</td>
</tr>
<tr>
<td>c. Case Studies</td>
<td>80</td>
</tr>
<tr>
<td>d. Didactics</td>
<td>30</td>
</tr>
<tr>
<td>e. innRoad Assignments</td>
<td>80</td>
</tr>
<tr>
<td>f. M3Link Assignment</td>
<td>30</td>
</tr>
<tr>
<td>g. HFTP Membership</td>
<td>10</td>
</tr>
<tr>
<td>h. Exams</td>
<td>200</td>
</tr>
<tr>
<td>i. Term Project</td>
<td>150</td>
</tr>
<tr>
<td>Total</td>
<td>690</td>
</tr>
</tbody>
</table>

The final grade in this course will be calculated based on the percentage of points earned out of the total possible points (690). Students are reminded of the university regulations regarding the allocation of grades. A student’s overall performance in this subject shall be graded as follows:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Percentage Range</th>
<th>Verbal Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>97 - 100%</td>
<td>A+</td>
<td>Outstanding</td>
</tr>
<tr>
<td>94 - 96%</td>
<td>A</td>
<td>Excellent</td>
</tr>
<tr>
<td>90 - 93%</td>
<td>A-</td>
<td></td>
</tr>
<tr>
<td>87 - 89%</td>
<td>B+</td>
<td></td>
</tr>
<tr>
<td>84 - 86%</td>
<td>B</td>
<td>Good</td>
</tr>
<tr>
<td>80 - 83%</td>
<td>B-</td>
<td></td>
</tr>
<tr>
<td>77 - 79%</td>
<td>C+</td>
<td></td>
</tr>
<tr>
<td>74 - 76%</td>
<td>C</td>
<td>Satisfactory</td>
</tr>
</tbody>
</table>
Grades are earned, not awarded. They are a means to an end, not an end unto themselves. Hence, you should focus on learning more, not on grades. To earn an A is not difficult, but it requires that you consistently perform at peak levels. An A means more than just a grade or a test result. It symbolizes your endurance, consistence, and seriousness on learning. In the end, it is really up to you. You are in control of your grades, not the professor. A college student needs to be responsible for the result of their learning behavior and class performance. Grades will be posted to the Canvas website. It is the student’s responsibility to check the grade online, or during office hours.

ASSIGNMENTS
Students must complete all assignments and the group project by the required submission due dates. If an assignment or any of the requirements is not completed, the student will receive a zero for that portion of the course grade. Active participation/discussion in class is very important as part of your performance evaluation for the class.

Hospitality Professional Organization Membership (10 points)
In order to increase the exposure to the hospitality industry all students are required to become members of a professional organization. Hospitality Financial and Technology Professionals (HFTP) (www.hftp.org) is the international professional association serving members working in hospitality. Since 1952, HFTP has been dedicated to providing members with extraordinary networking opportunities, industry-leading certification programs and events, and essential resources for professional growth.

HFTP student membership is free. Application form can be found at http://www.hftp.org/i/downloads/student_membership_application.pdf
Please, fill out the application form and return it to the instructor on the due date – January 15, 2015.

Hot Topic Assignment (30 points)
Each student will be responsible to present one hot topic on hospitality information technology trend via a Discussion board.

To complete this assignment, students will be required to read one article (not news!) related to the course content. The article must be related to hospitality information technology. Summary should be about 200 words and reflection should be 200 words.

In the article summary (10 points), please make sure to cite:
1. the article title,
2. author (if applicable),
3. journal where you found it, and
4. the URL (website address).

Potential sources to use:
2. Hospitality Technology Magazine (www.htmagazine.com)
3. Hospitality Upgrade (www.hospitalityupgrade.com)
4. Hotel Sales and Marketing Association International (HSMAI) Knowledge Center (http://www.hsmai.org)
5. and other hospitality related magazines

Reflection (10 points) should be about 200 words. In this section you should express your opinion about the ideas presented in the article. Please use your critical thinking, express whether you agree or disagree with the ideas presented in the article. Please answer the following questions (if applicable):

1. What is your take-away from the article
2. Do you think those ideas are beneficial/detrimental for the industry?
3. Do you think the proposed idea(s) would work?
4. Would you do something differently? If so, what?
5. What are the implications for the future of the industry?

Students may post their Hot Topic on the Discussion board at any time throughout the semester. Your summary and reflection earns you 20 points.

Students will also need to comment on the Hot Topic post of at least one classmate. Your comment earns you 10 points. In order to earn Comment points, your response should make a substantial contribution to the discussion. When developing your comment to another student’s Hot Topic, please answer the same questions that were stated for the Reflection part of this assignment.

**Discovery Learning Exercises (100 points)**
Most Discovery Learning Exercises (DLE) are hands-on assignments. The DLEs present students with a real-life problem to be solved. There will be five (5) DLEs throughout the semester.

**Case Studies (80 points)**
Students will apply their knowledge acquired throughout the course to solve two case studies. Case studies are posted under the appropriate modules when they are due.

**innRoad Assignments (80 points)**
innRoad is a web-based property management system for students in Hospitality and Tourism schools. Students will be given an access to the full working innRoad system for 5 months. All log-in instructions will be provided by the professor. There will be four innRoad assignments, they will be posted on Canvas web site.

**M3 Link Assignment (30 points)**
M3 Link is a real-life web-based business intelligence system that is made available for hospitality and tourism students by the M3 Company. Students will receive an access to a database with information for 15 different hotels. All M3Link Assignments will be available via Canvas website.

**TECHNOLOGY PROJECT (150 points)**
All students will complete a term project related to hospitality information technology. More specific guidelines for the technology project will be available via Canvas website.

**EXAMS (200 points)**
Students will take two exams throughout the semester. Every exam will cover several chapters. These exams may consist of, but are not limited to, the following: multiple choice, true/false, short answer, fill-
in the blank, matching, and essay questions. All exams will be taken online. The distribution of early final exams will not be permitted. No exceptions will be made.

**COURSE SCHEDULE**
Please see the detailed course schedule at the end of this syllabus. Please check Canvas for the course schedule and assignments. The course schedule is tentative and subject to change. Changes will be announced in class and posted on Canvas. If a student misses class, the student is still responsible for these changes.

**LATE ASSIGNMENTS**
Late assignments are accepted with a 2% grade penalty for every day the assignment is late. This means, if you are late up to one day (24 hours) after the deadline has passed, I will subtract 2% of the total possible points from the grade that you earn on your submission. This also means that your maximum grade in this case is 98%.
If you are 7 days (168 hours) late, I will subtract 14% (2%*7 days) of the total possible points from the grade that you earn on your submission. Your maximum grade in this case is 86%.
The assignments are not accepted after they are two (2) weeks overdue. Late assignments are not accepted after the last day of class.

**WORKING WITH TECHNOLOGY**
Please note that in this class, we will utilize technology. Therefore, it is very important for you to know that you cannot rely on technology every time. To prevent any problems, always do your assignments and take your submissions well before they are due. If you leave it to the last minute, problems will arise such as internet connection going down, website not working, etc.

In addition, the instructor will use the class email list from time to time to communicate with you outside of class. Therefore, it is critical for you to check your USF Email Account.

**EMAIL ETIQUETTE**
- You are expected to communicate in a professional manner. Email communication should be courteous and respectful in manner and tone. Do not send emails that are casual or demanding.
- Please include the course number (HFT 3423) in the subject line of the email.
- Please use a proper greeting in your email, e.g. Dear Dr. Katerina.
- Please do not expect an immediate response via email (typical response time will be within two business days). If your email question is sent at the last minute (e.g. shortly before an assignment is due) it may not be possible to send you a response before the due time.
- For emails with questions about class content, please consider use of Canvas discussion boards or indicate if you would not be willing to have the question and answer posted to the discussion board – it is often helpful for the class to see the answers to questions that commonly arise.

**USFSM POLICIES**

A. **Academic Dishonesty**: The University considers any form of plagiarism or cheating on exams, projects, or papers to be unacceptable behavior. Please be sure to review the university’s policy in the catalog, USFSM Undergraduate Catalog or USFSM Graduate Catalog, the USF System Academic Integrity of Students, and the USF System Student Code of Conduct.

B. **Academic Disruption**: The University does not tolerate behavior that disrupts the learning process. The policy for addressing academic disruption is included with Academic
Dishonesty in the catalog: [USFSM Undergraduate Catalog](https://www.usfsm.edu/undergraduate-catalog) or [USFSM Graduate Catalog](https://www.usfsm.edu/graduate-catalog), USF System Academic Integrity of Students, and the [USF System Student Code of Conduct](https://www.usf.edu/student-affairs/code-of-conduct/).

C. **Contingency Plans:** In the event of an emergency, it may be necessary for USFSM to suspend normal operations. During this time, USFSM may opt to continue delivery of instruction through methods that include but are not limited to: CANVAS, Elluminate, Skype, and email messaging and/or an alternate schedule. It’s the responsibility of the student to monitor CANVAS site for each class for course specific communication, and the main USFSM and College websites, emails, and MoBull messages for important general information. The USF hotline at 1 (800) 992-4231 is updated with pre-recorded information during an emergency. See the [Safety Preparedness Website](https://www.usf.edu/safety/) for further information.

D. **Disabilities Accommodation:** Students are responsible for registering with the Office of Students with Disabilities Services (SDS) in order to receive academic accommodations. Reasonable notice must be given to the SDS office (typically 5 working days) for accommodations to be arranged. It is the responsibility of the student to provide each instructor with a copy of the official Memo of Accommodation. Contact Information: Disability Coordinator, 941-359-4714, disabilityservices@sar.usf.edu; [http://www.usfsm.edu/students/disability](http://www.usfsm.edu/students/disability).

E. **Fire Alarm Instructions:** At the beginning of each semester please note the emergency exit maps posted in each classroom. These signs are marked with the primary evacuation route (red) and secondary evacuation route (orange) in case the building needs to be evacuated. See [Emergency Evacuation Procedures](https://www.usf.edu/safety/).

F. **Religious Observances:** USFSM recognizes the right of students and faculty to observe major religious holidays. Students who anticipate the necessity of being absent from class for a major religious observance must provide notice of the date(s) to the instructor, in writing, by the second week of classes. Instructors canceling class for a religious observance should have this stated in the syllabus with an appropriate alternative assignment.

G. **Web Portal Information:** Every newly enrolled USF student receives an official USF e-mail account. Students receive official USF correspondence and CANVAS course information via that address.

H. **Student Wellness:** The Counseling and Wellness Center is a confidential resource where you can talk about incidents of sexual harassment and gender-based crimes including sexual assault, stalking, and domestic/relationship violence. You can receive assistance in confidence. This confidential resource can help you without having to report your situation to the Office of Student Rights and Responsibilities (OSSR) or the Office of Diversity, Inclusion, and Equal Opportunity (DIEO); unless you request that they make a report. Please be aware that educators must report incidents of sexual harassment and gender-based crimes including sexual assault, stalking, and domestic/relationship violence. If you disclose any of these situations in class, in papers, or to me personally, I am required to report it to OSSR or DIEO for investigation. The number for the USF Tampa Center for Victim Advocacy & Violence Prevention is 813-974-5756 and counselors are available Monday – Friday from 8:00am to 5:00pm. After hours, weekend, and holiday assistance is available through the Victim Helpline at 813-974-5757. The website for the office is: [http://www.sa.usf.edu/advocacy/page.asp?id=72](http://www.sa.usf.edu/advocacy/page.asp?id=72) and the website for student counseling is: [http://www.usf.edu/student-affairs/counseling-center/](http://www.usf.edu/student-affairs/counseling-center/).
The following course schedule is subject to change. Please pay attention to updates delivered in class and on CANVAS.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Assignments Due*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>January 5, 2015</td>
<td>Student and Instructor introductions</td>
<td>Chapter 1</td>
</tr>
<tr>
<td></td>
<td>January 5, 2015</td>
<td>Syllabus review</td>
<td></td>
</tr>
<tr>
<td></td>
<td>January 5, 2015</td>
<td>Information Systems &amp; Technology</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>January 12, 2015</td>
<td>Software</td>
<td>Chapter 1</td>
</tr>
<tr>
<td></td>
<td>January 12, 2015</td>
<td>Post your introduction on the Discussion Board</td>
<td></td>
</tr>
<tr>
<td></td>
<td>January 12, 2015</td>
<td>HFTP Membership Assignment</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>January 19, 2015</td>
<td>Networks and System Security</td>
<td>Chapter 2</td>
</tr>
<tr>
<td></td>
<td>January 19, 2015</td>
<td>Word Assignment</td>
<td></td>
</tr>
<tr>
<td></td>
<td>January 19, 2015</td>
<td>innRoad subscription</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>January 26, 2015</td>
<td>Restaurant Management Systems</td>
<td>Chapter 3</td>
</tr>
<tr>
<td></td>
<td>January 26, 2015</td>
<td>Excel Assignment</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>February 2, 2015</td>
<td>Case Study Analysis: Credit Card Heist</td>
<td>Case Study report</td>
</tr>
<tr>
<td>6</td>
<td>February 9, 2015</td>
<td>Accounting Information Systems</td>
<td>Chapter 5</td>
</tr>
<tr>
<td>7</td>
<td>February 16, 2015</td>
<td>MIDTERM EXAM</td>
<td>Chapters 1, 2, 3, &amp; 5</td>
</tr>
<tr>
<td>8</td>
<td>February 23, 2015</td>
<td>Lodging Technology Systems</td>
<td>Chapter 4</td>
</tr>
<tr>
<td></td>
<td>February 23, 2015</td>
<td>Introduction to innRoad</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>March 2, 2015</td>
<td>SPRING BREAK</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>March 9, 2015</td>
<td>Guest Centric Technologies</td>
<td>Chapter 6</td>
</tr>
<tr>
<td></td>
<td>March 9, 2015</td>
<td>innRoad Assignment</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>March 16, 2015</td>
<td>Guest Centric Technologies</td>
<td>Chapter 6</td>
</tr>
<tr>
<td></td>
<td>March 16, 2015</td>
<td>innRoad Assignment</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>March 23, 2015</td>
<td>The Internet and Social Media Technology trends</td>
<td>Chapter 7</td>
</tr>
<tr>
<td>13</td>
<td>March 30, 2015</td>
<td>Strategic Use of Technology</td>
<td>Chapter 8 &amp; 9</td>
</tr>
<tr>
<td></td>
<td>March 30, 2015</td>
<td>Data Mining &amp; Business Intelligence</td>
<td>M3 Link Assignment</td>
</tr>
<tr>
<td></td>
<td>March 30, 2015</td>
<td>Introduction to M3 Link</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>April 6, 2015</td>
<td>Selecting Hospitality Information Systems</td>
<td>Chapter 11</td>
</tr>
<tr>
<td></td>
<td>April 6, 2015</td>
<td>Case Study: Pacific Rim hotel</td>
<td>Case Study report is due</td>
</tr>
<tr>
<td>15</td>
<td>April 13, 2015</td>
<td>Developing your technology project</td>
<td>Technology Project is due</td>
</tr>
<tr>
<td>16</td>
<td>April 20, 2015</td>
<td>FINAL EXAM</td>
<td>Chapters 4, 6, 7, 8, 9, &amp; 11</td>
</tr>
</tbody>
</table>

* All assignments for the week are due on the Friday of a given week by 11:59 pm.