UNIVERSITY OF SOUTH FLORIDA
School of Hotel and Restaurant Management
HFT 4253 Lodging Management
Course Syllabus – Summer 2014

Professor:              Dr. Wan Yang
Office Location:       SMC A318
Office Tel:            941-359-4229
E-mail:               wanyang@sar.usf.edu
Class:               Online

Note: Please feel free to contact me via USF email or CANVAS email. I check my USF email on a daily basis - so that is the best method. If you require additional assistance, you may contact Ms. Amanda Kulaw in the HRM office at 941-359-4707.

PREREQUISITES: HFT 3003 Introduction to Hospitality and Tourism

TEXT AND SUPPORT MATERIALS


COURSE OBJECTIVES:

The purpose of this course is intended to provide you with the opportunity to learn the principles, practices, and procedures of managerial functions, operating procedures and competencies as they relate to the hotel operations. Students gain knowledge that is applicable specifically to hotel operations, and generally to all hospitality industry operations.

At the end of this course, you should be able to:

1. Identify the major companies and brands in the hotel industry, and explain their role in the ownership, management, and/or franchising of a hotel property.
2. Discuss the advantages and disadvantages of franchising and having a management company in the lodging industry.
3. Explain the role of each of the major departments of a hotel.
4. Examine the relationship, interaction, and interdependence among different departments in a hotel.
5. Identify major issues involved in managing a hotel in an international location.
6. Assess the key performance indicators related to hotels, including occupancy, ADR, and REVPAR.
7. Evaluate the impacts of current issues, practices, and trends in the lodging industry.
STUDENT RESPONSIBILITIES:

1. Students are responsible for reviewing all the material in the weekly folder, taking tests, and completing assignments as scheduled by the instructor.

2. Students are responsible for keeping track of changes in the course syllabus made by the instructor throughout the semester.

3. Students are responsible for monitoring their grades on CANVAS Grade Center.

   *It is your responsibility to track your points during the semester. You are responsible for bringing to light any discrepancies in your points/grades, i.e., a score of zero on a quiz that you know you took, etc. I will catch most all of them, but you need to track your own progress. After the first exam, I will begin to track points. There is no reason for you not to know where you stand in this course at any given time.*

4. Students must contact the instructor as soon as possible if they anticipate missing class due to events such as chronic illnesses, travel related to team sports, or other university activities. The instructor will determine the adjusted deadlines to complete the quiz/assignment/project.

5. **CANVAS Account**
   You must have an active CANVAS account. You must have it active on or before the second class meeting. I post PowerPoint slides, course material and other information on CANVAS, which you must read. Also, any changes or additions specific to class may be announced and posted here. It is your responsibility to periodically check CANVAS between class meeting times.

GRADING AND EVALUATION:

**Grading:**

- **Quizzes (8):** 10 points /quiz * 8 = 80 points
- **Assignments (2):** 20 points/assignment * 2 = 40 points
- **Discussion Board Posting (3):** 10 points/post * 3 = 30 points
- **Exam (2):** 100 points/exam * 2 = 200 points

**Total Possible Points:** 350 points

**Grading Scale:**

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<tr>
<th>Grade</th>
<th>Percent</th>
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<tr>
<td>A</td>
<td>93-100%</td>
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<td>A-</td>
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- Quizzes, assignments, discussion posts turned in late receive no credit.
- You have 48 hours to appeal or question any grade. Therefore, it is not acceptable to tell me in July that, while you got a score of zero on quiz #2 back in May, you are sure you took the quiz and it would be a travesty of justice not to give you the score of “10” you are sure you got on the quiz.
PROPOSED INSTRUCTION SCHEDULE:

Please Note: This class has 10 weeks of readings, assignments, quizzes, and discussion posts. All readings, assignments, quizzes, and discussion posts are to be read/taken/posted online by 9am on the Monday of the following week.

For example, if the assignment/quiz/discussion post is listed in Week 1 of May 12, 2014, then the readings should be completed and you should have taken the quiz, submitted your assignment and posted your discussion by 9am on Monday May 19. Note that this gives students one week to complete assignments and take the quiz. **NO LATE QUIZZES/ASSIGNMENTS/DISCUSSION POSTS WILL BE ACCEPTED. THEIR AVAILABILITY EXPIRES ON THAT MONDAY at 9AM and will not reopen.** Please plan accordingly. No computer glitches, problems etc. Take exams and quizzes on a secure internet connection. You get one chance.

**Week 1: May 12: First Day Attendance and Chapter 1**
1. Read Syllabus Completely and Thoroughly!
2. Take First Day Attendance Quiz by May 15, 2014 (Thursday) 9am. Failure to post this on time will result in automatic drop out.
3. Read Chapter 1 - The Hotel Industry
4. Review Chapter 1 PowerPoint Slides
5. Take Quiz. **Due Date: 5/19/2014 9am**

**Week 2: May 19 – Chapter 13**
1. Read Chapter 13 - Franchise Agreements and Management Contracts
2. Review Chapter 13 PowerPoint Slides
3. Take Quiz. **Due Date: 5/26/2014 9am**
4. Post a discussion post. **Due Date: 5/26/2014 9am**

**Week 3: May 26 – Chapter 3 and Chapter 4**
1. Read Chapter 3 - Management, Supervision, and Service Skills For the GM
2. Review Chapter 3 PowerPoint Slides
3. Read Chapter 4 - Human Resources
4. Review Chapter 4 PowerPoint Slides
5. Take Quiz. **Due Date: 6/2/2014 9am**

**Week 4: June 2 – Chapter 5**
1. Read Chapter 5 - Accounting
2. Review Chapter 5 PowerPoint Slides
3. Take Quiz. **Due Date: 6/9/2014 9am**
4. Complete Assignment #1: Case Study. **Due Date: 6/9/2014 9am**

**Week 5: June 9 – Chapter 6 and Exam I**
1. Read Chapter 6 - Revenue Management
2. Review Chapter 6 PowerPoint Slides
3. Exam Prep
4. **Take Exam I. Due Date: 6/16/2014 9am**
Week 6: June 16 – Chapter 7 and Chapter 12
1. Read Chapter 7 - Sales and Marketing
2. Review Chapter 7 PowerPoint Slides
3. Read Chapter 12 – Safety and Property Security
4. Review Chapter 12 PowerPoint Slides
5. Take Quiz. **Due Date: 6/23/2014 9am**

Week 7: June 23 – Chapter 8
1. Read Chapter 8 - The Front Office
2. Review Chapter 8 PowerPoint Slides
3. Take Quiz. **Due Date: 6/30/2014 9am**
4. Complete Assignment #2: Case Study. **Due Date: 6/30/2014 9am**

Week 8: June 30 – Chapter 9
1. Read Chapter 9 - Housekeeping
2. Review Chapter 9 PowerPoint Slides
3. Take Quiz. **Due Date: 7/7/2014 9am**
4. Post a discussion post. **Due Date: 7/7/2014 9am**

Week 9: July 7 – Chapter 10
1. Read Chapter 10 - Food and Beverage
2. Review Chapter 10 PowerPoint Slides
3. Take Quiz. **Due Date: 7/14/2014 9am**
4. Post a discussion post. **Due Date: 7/14/2014 9am**

Week 10: July 14 – Chapter 15 and **Exam II**
1. Read Chapter 15 - Managing in the Global Hotel Industry
2. Review Chapter 15 PowerPoint Slides
3. Exam Prep
4. **Take Exam II Due Date: 07/18/2014 11pm**

**DESCRIPTION OF QUIZZES, ASSIGNMENTS, DISCUSSION POSTS & EXAMS:**

**Quizzes and Exams:**
There will be 2 exams and 8 quizzes over the semester of class. All quizzes and the exams are timed. You may refer to notes and the book, although this may preclude you from completing the entire quiz or exam. BE PREPARED before you take a test to minimize referencing notes and the book.

The quizzes and exams will be primarily multiple-choice questions. The questions will be based on the text, lectures, discussions, case studies, assignments etc. Make-up quizzes and exams will not be given.
**Homework Assignments:**
There are 2 case study homework assignments to be completed over the semester of class. All cases and assignment instructions will be provided on CANVAS.

**All written assignments should adhere to the following format:**
- Typed in a university compatible software (recommend Microsoft Word)
- 12-point font (Times or Times New Roman).
- 1-inch margins on the top, bottom, left and right.
- One and a half space.
- Spell check. Excessive mistakes will cause you to lose points.
- Grammar check. Excessive mistakes will cause you to lose points.
- Page numbers at the bottom right of each page.
- Date, assignment title and your name in the header of the document.
- 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.

**For written assignments, your grade will be based on content of your ideas and on the writing criteria listed above.**

**Discussion Posts**
Discussion questions can be found in the PowerPoint slides. Make sure you review the audio PowerPoint Slides carefully. Post your answer to the discussion questions on discussion board. **You will also be required to post at least TWO substantive comments on TWO other student answers,** which will count towards your total discussion post score.

**BONUS POINTS**
You are offered an opportunity to get extra (bonus) points in this class. Please take advantage of it.

*Much of the world’s business today happens over digital networks connecting people and companies, with a dramatic impact on buyers and the marketers who serve them. This surely influences lodging industry too. Online marketing mainly involves online platforms such as company website and social media websites (e.g. Facebook, Twitter, YouTube, etc.). However, there is a lack of knowledge on how to effectively implement online marketing.*

*In order to receive 10 extra credits, please find an article from a credible media source (e.g. New York Times, USA Today, Wall Street Journal, Hotel-Online.com, etc.) that deals with the online marketing topic in Lodging Industry. After reading the article, please prepare a brief write-up on your topic (approximately one typed page). The write-up should provide a brief summary of the article in your own words, take a stance on the issue (i.e., discuss whether you agree or disagree and why), and discuss the implications for lodging management. You must turn in a PDF file of your article along with your write-up.*

*To submit your extra credit assignment, go to CANVAS, click “Module” Tab on the left column, then click “Extra Credits (10 points) to submit your article with your write-up by 11pm July 14.*
ACADEMIC REGULATION AND 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 and the USF 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 or USFSM Graduate Catalog and the USF Student 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 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: Pat Lakey, Coordinator, 941-359-4714, plakey@sar.usf.edu, www.sarasota.usf.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.

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.