



**General Course Information**

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 Office Location: MACS 307  
 Office Hours: by appointment  
 Department/School: School of Hospitality, Food and Tourism Management

Class Schedule: Lecture: 11:30 - 12:20pm, Friday, MACS 209  
Labs: 3:30 - 5:20pm, Wednesday, MCKN 231  
 7:00 - 8:50pm, Wednesday, MCKN 229

Pre-requisites: 9.00 credits including HTM\*2100 (HTM\*1160 or HTM\*2100)

TA: **You Jia Lee** [yjlee05@mail.uoguelph.ca](mailto:yjlee05@mail.uoguelph.ca)

**Course Description**

This course explores the principles and practices of lodging management and related activities. The management of and interaction among various divisions of lodging operations are addressed, including general management, front office/housekeeping/engineering divisions, food and beverage operations, sales and marketing, accounting and finance. The focus of the course is on communication both within and among departments, divisions, and with the consumer.

**Course Learning Outcomes**

UoG, BComm & HTM Learning Outcomes	Course Objectives
1. Critical thinking & problem solving	a. Critically analyse all available data regarding the competitive hotel market through Certification in Hotel Industry Analytics (CHIA) training b. Integrate and apply concepts, data, statistics, and theories to derive valid solutions to case studies and a web based property management system (PMS) activities c. Incorporate student’s knowledge to evaluate the effectiveness of business outcomes and make managerial decisions using a hotel PMS
2. Teamwork	d. Work with a peer group to analyse a market based on various reports provided by the Smith Travel Research (STR) e. Identify and communicate team members’ best quality and capability towards team common goals
3. Responsible business	f. Identify and evaluate ethical, economic, social and environmental issues, solutions and decision-making through case studies, a PMS and CHIA training
4. Effective communication	g. Report and present the results and decisions from a market study after the CHIA training

skills	h. Communicate effectively through written and verbal methods with course peer, instructor and guest speakers
5. Understanding Customer segments	i. Gain in-depth understanding of lodging customer segments from the class discussions, decisions on hotel types and room rates in a PMS simulation, and market study through the CHIA training
6. Personal and professional competencies	j. Enhance student competencies through the hands-on learning from the PMS simulation and CHIA training k. Prepare to take the CHIA exam and be certified l. Build leadership from the peer group market study project
7. Effective management techniques	m. Develop a hypothetical hotel and manage using a web based PMS n. Utilize all Microsoft Office tools (Excel, Word, and PowerPoint), a hotel PMS and CHIA training

## Course Resources

### Required Text:

There is *no* required textbook for this course. Most of the reading materials will be either on the CourseLink or via Ares Course Reserves System at the University library.

### Recommended Texts

O'Fallon, M.J., and Rutherford, D.G. (2011). *Hotel Management and Operations*. (5<sup>th</sup> ed.). John Wiley & Sons, Inc., Hoboken, New Jersey.

### Friday Lectures

The weekly lecture covers the major topics that relevant to the course objectives. Not all lectures will be based on formal lecture notes (on CourseLink). Professionals from the lodging industry are invited as guest lecturers as well as case studies are conducted during the lecture. Students are strongly recommended to attend all classes and take notes throughout the semester.

### Wednesday Seminars

#### Property Management System (PMS) Software: Frontdesk Anywhere

During the first part of the semester, students will utilize a web-based lodging property management system (PMS) called, "Frontdesk Anywhere". Each student will develop a hypothetical hotel and manage. Tasks are involved in setting up room types, room rates, making individual reservation, group reservation, and guest check in and out, managing guest profile and managing search engine. A follow-up project will be assigned. Each student will be provided their own login ID and password. These licenses are purchased by the School.

#### Certification in Hotel Industry Analytics (CHIA) Training

Majority of the course entails to the Certification in Hotel Industry Analytics (CHIA) training. The CHIA Certification utilizes STAR (Smith Travel Accommodations Reports), competitive analysis reports which are used by 95% of the chain-affiliated hotels in the North America. They have become required knowledge for success in the hotel industry. Approximately six seminar sessions are devoted to CHIA training.

At the end of the semester, students will have the option to take the CHIA certification exam to be certified. The cost of the exam is \$75 USD. Students who are planning to take the exam must inform the faculty by **Wednesday, November 1** so that the registration and the exam can be ordered. The exam is administered at **1pm Saturday, December 2**. The location will be announced before the exam. The CHIA certification is a valuable credential for all hospitality professionals. Students are strongly recommended to take the exam and be certified.

### **Socrative** (Student response tool like Clicker)

Multiple discussion topics and questions are embedded in the lectures and seminars. Socrative is a free application and used for student participations. Socrative can be downloaded for laptop, tablet, and smartphone. Students will be given some exercise to use this tool at the beginning of the semester. Visit <https://www.socrative.com> for program download. Additional information is provided for entering the teacher's page and for participating in the class.

### **Personal computer and calculator**

Students are encouraged to bring their laptops, if they have one available, to all CHIA training sessions. Some students like to read the training materials on the computer screen than printing a hard copy. Several Excel exercises are done during the training as well. A basic calculator also recommended during this course. A cellphone does not replace a calculator especially during the exam times.

## **Course Assessment**

### **EXAMS**

There are two exams in this course. Each exam counts for 100 marks. First exam is over the Friday lectures, and the second exam is written for the CHIA training. Both exams will have 50 multiple choice questions based on calculations, analytics and memorization.

The optional actual CHIA exam mark is not part of the course evaluation. It is up to each student to decide to take the exam and be certified.

### **QUIZZES**

There are seven quizzes. First three quizzes are on industry terminologies, course outline materials and Frontdesk Anywhere guideline. These are to help students to get better prepared for the course.

More importantly, there will be a quiz after *each* CHIA training module. There will be a total of 91 quiz questions which are distributed through the four main CHIA training sessions. Each quiz has 10-30 multiple questions, and each question is worth 1 mark. Questions are very similar to those in the final exam. The CHIA quizzes are significant part of the final marks. Each quiz is only taken after completing each module in the classroom. No make-up quiz if missed.

### **PARTICIPATION**

Participation marks are given during lectures and seminars throughout the semester. We will use Socrative application for class participation. The participation activities are recorded through Socrative, and marks are granted based on the level of participation. Each time, students can earn maximum of 3 marks.

No make-up for in-class participation activities. However, two lowest participation marks are dropped and not included in the course final mark. If you miss class, you will not earn the marks. Please check the class schedule and manage your attendance accordingly.

### **MINI MARKET STUDY- Group exercise**

At the end of the CHIA training, one group exercise for a mini market study is assigned. Each group of five (maximum) students will be provided various STAR reports to analyze a market based on what they learned from the CHIA training.

### **PEER EVALUATION**

Students will have an opportunity to evaluate the efforts of their team members at the end of the CHIA mini market study. The mark for the exercise is based on the peer evaluation percentage. For example, if a

group earns 30 marks out of 40 for the assignment and a group member received 80% on the peer evaluation, he/she will receive 24 marks for the project.

### GUEST REFLECTIONS

Two guest speakers have been invited to this course. Both are industry professionals who can bring their industry and professional knowledge that typically cannot be delivered from the traditional classroom. After each guest speaker, students are required to submit their reflection report. A template is provided for this assignment. Please mark your calendar for the dates of guest speakers' visit (see the course schedule on the last page of this document). No make-up, if missed the guest speakers' visit.

### Grading Breakdown

A+	90-100%	A	85-89%	A-	80-84%
B+	77-79%	B	73-76%	B-	70-72%
C+	67-69%	C	63-66%	C-	60-62%
D+	57-59%	D	53-56%	D-	50-52%
F	0-49%				

Letter grades will be assigned based on the total points earned. More information on University Grading Policy, please see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

### Course Assessment

Assessments	Weights	Due Dates
Exam 1 & 2	30%	Please see the last page of this outline for the due dates.
7 Quizzes	20%	
CHIA Mini Market Study - group exercise	20%	
FDA Assignment	15%	
Class participation & discussions	10%	
Guest reflections	5%	
<b>TOTAL</b>	<b>100%</b>	

## COURSE POLICIES

### Taking photos

Taking photos of the screen during both the lecture and seminar is prohibited unless the faculty states otherwise. The faculty will be more than happy to go over any missed materials and/or clarify contents that are not clear. If a student is found taking photos, he/she will be asked to delete the photos from the camera/phone and the device will be taken away until the class dismisses. Taking hand notes and typing notes are strongly recommended.

### Assignments

Students will honor deadlines for projects, evaluations and other assignments set forth by the instructor. Specific deadlines will be given in the related course outline, and the faculty has *the right not to accept* assignments after the stated date due. All special requests pertaining to projects, evaluation and exams not addressed on the course outline will be evaluated at the instructor's discretion.

### Late assignments

All assignments need to be submitted in two forms: a hard copy and an electronic copy. The hard copy must be dropped off in the instructor's office on or before the due date. The electronic copy is submitted

on the CourseLink which has a function to detect if an assignment is late. Both forms are due on the same time and date. Late submission of either form will be graded with point deductions as stated below.

- 10% deduction from your total earned points within the due date. For example, when an assignment is worth 50 marks, you submit it after the class on the due day, and you earn 45 marks. You will lose 4.5 marks (45 points x 10%).
- An additional 10% deduction for each additional day the assignment is late.

If the assignment is not received by end of **3<sup>rd</sup> day** from the deadline, a **zero point** will be given for the assignment, and the instructor has the right **not to accept** the assignment.

All other assignments are due at the BEGINNING OF THE CLASS; this is another good reason you want to be on time for each class.

If any online assignment is submitted on CourseLink *during* the lecture or lab time, **50% reduction** from the earned mark will be applied to the final mark. The time and date each assignment submission is shown on the CourseLink.

**NO make-up** for exams, quizzes, in-class participations, and guest lecture. Taking a make-up exam or quiz is a privilege, not a right, and will be granted only in rare circumstances. You will NOT able to make up for any missing in-class activities.

### **Attendance**

Your attendance is critical in this class as most of the activities are centered on the PMS activities and CHIA training. When students miss the class, not only they will not get the full learning experience but also not able to earn marks for the course activities. Students are expected to attend classes on a regular basis. Be courteous to be **on time** and **stay until the class dismisses**.

### **Email Etiquette**

Students will practice proper email etiquette or “netiquette” when addressing faculty, staff, students and outside professionals. Students are expected to use University of Guelph assigned email accounts for all university related communication. Here are some suggestions for composing email messages.

- Properly address the recipient (i.g., Hi WooMi, please do not begin your message with “hey”).
- Indicate what class you are referring to and who you are (name).
- Write your message in full sentences (texting like sentences are not appropriate), yet precisely.
- End your email with your signature (i.g., John Smith, HTM3060, email address or phone number) – creating a signature line in your email is highly recommended.

A timely email response from the instructor should be expected, but the email response will be subject to her commitments beyond the classroom, such as research, scholarly activity and service.

### **Communication through University email and CourseLink.**

Check the University email and visit the course website regularly.

- All class materials including updated schedule, assignments, class notes, extra readings, etc. will be communicated on CourseLink.
- Personal issues related to the class should be discussed only through email or in instructor’s office
- Be courteous for others when emailing or posting materials on CourseLink.

## **UNIVERSITY POLICIES**

### **Academic Consideration**

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the

academic calendar for information on regulations and procedures for Academic Consideration:  
<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

### **Academic Misconduct**

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor. The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/2017-2018/c08/c08-amisconduct.shtml>

### **Accessibility**

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible. For more information, contact CSD at 519-824-4120 ext. 56208 or email [csd@uoguelph.ca](mailto:csd@uoguelph.ca) or see the website: <https://www.uoguelph.ca/csd/>

### **Drop date**

The last date to drop one-semester courses, without academic penalty, is **NOVEMBER 3, 2017**. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/2017-2018/c03/c03-fallsem.shtml>

### Tentative Class Schedule Fall 2017

WK	Date	Subject/Topic	Assignments & Dues
1	F 9/8	Course outline, Hotel Terminologies & Financial ratios	
	W 9/13	Frontdesk Anywhere (FDA) Demo & Account set-up	Quiz 1: Course outline
2	F 9/15	Hotel industry profile & Trends	Quiz 2: Lodging Terms & Ratios (bring a calculator)
	W 9/20	FDA 1 Creating hotel profile & room rates	Quiz 3: FDA Guideline
3	F 9/22	Hotel guest folio	
	W 9/27	FDA 2 Make individual & group reservations	
4	F 9/29	Global Reservation technologies	
	W 10/4	FDA 3 Closing guest folio & Assignment guideline	
5	F 10/6	<i>Guest Speaker 1:</i> Alysha Benallick, Director of Rooms, Delta Guelph	
	W 10/11	CHIA Introduction & STAR reports	Guest reflection 1 FDA Assignment Due
6	F 10/13	Forecasting availability & overbooking	
	W 10/18	CHIA Training 1: Hotel Industry Analytical Foundations	
7	F 10/20	- Assigning groups for Application 5 - Sharing raw data from SHARE	Quiz 4
	W 10/25	CHIA Training 2: Hotel Math Fundamentals	
8	F 10/27	Management and ownership patterns	Quiz 5
	W 11/1	CHIA Training 3: Property Level Benchmarking w/ STAR Reports	
9	F 11/3	Role of room rate	Quiz 6
	W 11/8	CHIA Training 4: Hotel Industry Performance Reports	
10	F 11/10	Automated Revenue Management Systems	Quiz 7
	W 11/15	<b>Exam 1</b> (over lectures)	
11	F 11/17	<i>Guest Speaker 2:</i> Drew Jenkin, Director Of Finance, Trump International Hotel Las Vegas	
	W 11/22	<b>Exam 2</b> (over CHIA training)	Guest reflection 2
12	F 11/24	Hotel technology	
	W 11/29	CHIA Application 5 Exercise - Group work	PowerPoint on CourseLink
<b>Saturday, 12/2</b>		<b>Optional CHIA Certification Exam</b> at 1 pm; Location TBA	

\*Notes: Minor changes to this schedule might be occurring without prior notice throughout the semester. Students can see the most updated copy on the CourseLink, and are highly recommended to check for any changes weekly.

\*\* Keys: CHIA = Certification in Hotel Industry Analytics