



### **General Course Information**

Instructor:	William C. Murray, Ph.D.
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Office Location:	MACS 205
Phone:	519-824-4120 x 52786
Office Hours:	Mondays & Wednesdays, 11 am – 12 noon, or by appointment
Class Schedule:	Tuesdays & Thursdays, 10 am – 11:30 am, RICH 2529
Teaching Assistant:	Brittany Lutes ( <a href="mailto:blutes@uoguelph.ca">blutes@uoguelph.ca</a> )

### **Course Description**

This course introduces the lodging industry with the inclusion of terminology, organizational structures, and departmental responsibilities. The current global structure of the lodging environment including an analysis of major organizations and forecasts, the future of lodging with a reliance on a critical analysis of existing studies, consulting reports, and up-to-date lodging news is covered. Decision-making from the role of a lodging manager is investigated with a focus on safety, security, profitability, and ethical management.

### **Course Learning Outcomes**

#### **Course Objectives**

Upon successful completion of the course, the student should be able to:

1. Identify the various types of lodging operations and how they fit together in the hospitality industry
2. Identify and discuss the roles and responsibilities of the front office, housekeeping, sales and marketing, human resources, food and beverage, loss prevention and securities department
3. Discuss the role of the general manager and his or her influence on the success of the property
4. Define yield management and profitability and analyze examples posed within the course

#### **Course Function**

The goal of this course is to familiarize you with the hotel and lodging industry and the insights into hotel and lodging management. It will allow you to explore the variety of lodging entities and provide you with an understanding of the inter-workings and interdependence of the operations within a property. It will provide you with the tools necessary to understand the impact of managerial influence and leadership to operate a profitable and successful lodging operation.

### **Course Assessment**

#### **Exams**

There will be three exams in this course: two in-class midterm exams and a final exam. Exams content will include reading assignments, class lectures and discussions, as well as any content/comments made by guest speakers.

## Lodging Management Report

Students will work in groups for this project. Each group will interview a hotel manager (preference in a General Manager or Director of Operations) from a selected lodging property, then craft a group report highlighting the key content and learning from the interview. As well, each student will submit an individual reflection on their personal learning from this experience, along with an evaluation of all team member contributions. No two groups will conduct the interview at the same property. A discussion list will be created on CourseLink for signing up. Each group will be assigned their chosen property on a first come, first claim basis, ensuring no duplication of properties. Groups are encouraged to think about a possible lodging property early in the semester. Please note that peer evaluations of group effort and involvement will be part of this assignment and could, in some cases, influence the grades received by individual group members. Additional details will be provided when the project commences.

Assessment	Weight	Description	Due Date	Location
1	30%	Lodging Management Report		In Class
2	40%	Midterms (2)		In Class
3	30%	Final Exam		TBA
<b>Total</b>	<b>100%</b>			

## Grading Breakdown

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

Letter grades will be assigned based on the total points earned.

<https://www.uoguelph.ca/registrar/calendars/undergraduate/2015-2016/c08/c08-grds.shtml>

## Course Resources

### Textbooks and/or Additional Resources

Hayes, D.K., Ninemeier, J.D., & Miller, A.A. (2012), *Foundations of Lodging Management*, 2<sup>nd</sup> Edition 987-0132560894, Prentice Hall.

\* Additional readings assigned throughout the course will be provided through CourseLink

## Philosophy and Expectations

I believe that you are here to take advantage of the opportunities to learn about the hotel industry. This is your opportunity; as such, you must take an active and involved role in that learning. To be successful, it is your responsibility to attend lectures fully prepared to engage with the course content. This includes reading assignment material before class, taking notes on that course material and information provided in lecture, and take advantage of the opportunities to ask questions, provide examples, and/or participate in discussions.

Part of taking an active role in your learning is preparing your own notes and resources throughout the course. As such, copies of course slides will not be provided through CourseLink. It is highly recommended that you read and make your own notes from the assigned readings before lectures and add to these with relevant notes during lectures/seminars. This is all part of your learning process. In turn, I will strive to make the material approachable, relatable, and relevant, connecting the ideas of hotel management with current industry issues and practices.

## **Course Information and Guidelines**

### **Exams**

Midterm exams will be held during the seminar sections of this course. The final exam is scheduled during the end-of-term formal exam period. Absence from any exam must be properly documented and follow university guidelines to avoid a grade of zero. For most issues, documentation from medical services, counselling services or the Dean's office (for medical or compassionate reasons) is required. Vacation travel or outside work commitments, among other reasons, will typically not be accepted to miss an exam. A grade of zero will be assigned if you miss an exam without proper documentation. Please read your Undergraduate Calendar for the regulations. When in doubt, contact your instructor. If you have religious observances which conflict with the course schedule or if you are registered with the Centre for Students with Disabilities, please contact your instructor as soon as possible to make alternate arrangements

### **Laptops and other electronic devices**

The most powerful way to absorb new information is by writing it down; this is the recommended method of taking notes in class. While you are permitted to use computers in the class, please do so only for note-taking purposes. The use of personal electronic devices in spaces such as a lecture hall can be intrusive and disturbing to others in the learning environment. The use of computers and/or mobile devices in class for playing games, web-surfing, or social networking will not be tolerated; you will be asked to leave the class if it becomes a problem. This is in attempt to maintain a focused learning environment, and is of course good-practice for when you enter the work force.

Cell-phones or ANY other electronic devices (or non-electronic aids of any sort) will not be allowed in any exam. Any student caught using and/or having such a device or material on their person in the exam room without express prior written consent from the instructor will be referred immediately to the Associate Dean (Academic) for academic misconduct.

### **Recording / capturing course content**

Electronic recording of class material, including videos, photographs, or audio recordings, is strictly forbidden without prior consent from the instructor. When recordings are permitted, they are solely for the use of the authorized student and may not be reproduced or shared without the written consent of the instructor.

### **Grading Policies**

Assignment due dates and times will be clearly communicated. Unless you have received an extension prior to the due date, late penalties 10% per day will be incurred, removed from your earned assignment mark. Extensions may be granted based on valid medical (doctor's note) or personal reasons (note from Counselling Services), or at your instructor's discretion. Late assignments will receive a grade of zero and not be accepted once graded assignments have been returned to the class unless alternative arrangements have already been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor immediately, and well as a program counselor or other academic counselor as appropriate.

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml>

### **Email**

Contacting myself or our teaching assistant with questions, information, or to book an appointment is best done through email. I strive to respond to all properly formatted student emails with 24 hours during the working week (Mon-Fri) and regular working hours. It is expected that you will practice proper email etiquette in your communications, including.

- Identifying the course code as part of the subject line in your email (HTM 1160)
- Properly addressing the recipient (i.e. 'Hello Professor Murray' or 'Hi Brittany')
- Writing your message in full sentences, avoiding the use of text messaging short forms or emoji
- Ending your email with a clear signature line, including your name and student number

## **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:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08>

### **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: <http://www.csd.uoguelph.ca/csd/>

### **Course Evaluation Information**

Please refer to the [Course and Instructor Evaluation Website](#)

### **Drop date**

The last date to drop one-semester courses, without academic penalty, is **MARCH 9, 2018**. For regulations and procedures for Dropping Courses, see the Academic Calendar:

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

### **Additional Course Information**

All announcements, required and recommended readings, assignment information and course updates will be posted on Course Link (D2L). It is your responsibility to keep abreast of course materials and relevant communication through this means. Furthermore, the instructor may normally be contacted using email (preferred) or telephone during regular business days and hours (Monday to Friday from 8:30 am - 4:30 pm).

### **Important University Dates**

The schedule of important university dates can be found at:

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

### **E-mail**

As per university regulations, all students are required to check their <uoguelph.ca> e-mail account regularly. E-mail is the official route of communication between the university and its students.

## Tentative Course Schedule

\* schedule subject to change based; any alterations will be announced in class

	DAY	DATE	CONTENT & TOPICS	PREPARATION & DEADLINES
1	TUES	Jan 9	Course introduction and outline review	
	THURS	Jan 11	Ch 1: Introduction to the Hotel Industry	Chapter reading
2	TUES	Jan 16	Ch 1: Introduction to the Hotel Industry & Ch 2: Structure of the Lodging Industry	Chapter reading
	THURS	Jan 18	Ch 2: Structure of the Lodging Industry & Ch 3: Guest Service	Chapter reading
3	TUES	Jan 23	Ch 3: Guest Service	Group project assigned / Group meeting
	THURS	Jan 25	<b>Guest Speaker: Robert Gasperetti, Piping Rock Club</b>	
4	TUES	Jan 30	Ch 4: Managing Lodging Operations	Chapter reading
	THURS	Feb 1	Ch 4: Managing Lodging Operations	Chapter reading
5	TUES	Feb 6	<b>Midterm Exam 1</b>	
	THURS	Feb 8	Ch 5: Staffing	Chapter reading
6	TUES	Feb 13	Ch 6: Front Office & Night Audit	Chapter reading
	THURS	Feb 15	Ch 6: Front Office & Night Audit	
7	TUES	Feb 20	NO CLASS	
	THURS	Feb 22	NO CLASS	
8	TUES	Feb 27	Ch 7: Sales & Marketing	Chapter reading
	THURS	Mar 1	Group Work Check-in	
9	TUES	Mar 6	Ch 8: Housekeeping & Ch 9: Maintenance	Chapter reading
	THURS	Mar 8	<b>Guest Speaker: TBA</b>	
10	TUES	Mar 13	<b>Midterm Exam 2</b>	
	THURS	Mar 15	Ch 10: Food & Beverage Operations	Chapter reading
11	TUES	Mar 20	Ch 11: Hotel Accounting	Chapter reading & <b>Lodging Mgmt Report DUE</b>
	THURS	Mar 22	Ch 13: Hotel Safety & Security	Chapter reading
12	TUES	Mar 27	Ch 14: Careers in the Lodging Industry	Chapter reading
	THURS	Mar 29	<b>Guest Speaker: TBA</b>	
13	TUES	Apr 3	Ch 15: Front Office Management Simulation	Chapter reading
	THURS	Apr 5	Course summation and review	
<b>FINAL EXAM: APRIL 17, 2018 2:30 pm – 4:30 pm Time and Location TBA</b>				