COLLEGE *of* BUSINESS AND ECONOMICS

SCHOOL OF HOSPITALITY, FOOD AND TOURISM MANAGEMENT

HTM3060* Lodging Management
Fall 2018 (.5 credit)

General Course Information

Instructor:	**WooMi Jo, Ph.D., CHIA**
Email	woomi@uoguelph.ca
Phone	519-824-4120, Ext. 53633
Office Location	MACS 307
Office Hours	by appointment
Department/School	School of Hospitality, Food and Tourism Management
Class Schedule:	Lecture: 11:30 - 12:20pm, Monday, MCLN102 Labs: 3:30 - 5:20pm, Wednesday, MCKN 227 7:00 - 8:50pm, Wednesday, MCKN 227
Pre-requisites:	9.00 credits including HTM*2100 (HTM*1160 or HTM*2100)
TA	Alireza Zolfaghari (he goes by 'Ali'): azolfagh@uoguelph.ca Office Hours: TBA

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 skills	g. Report and present the results and decisions from a market study upon completion of CHIA training 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 in 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 working with peers on the group market study
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 o. Learn how to read and analyse industry reports and make sound managerial decisions

Course Resources

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

Monday Lectures
The weekly lecture covers the major topics associated with hotel front office operations. Most of the lecture notes will be posted on the CourseLink prior to each lecture. However, not all lectures will be based on formal notes. Professionals from the lodging industry are invited as guest lecturers as well as case studies are conducted on Mondays. Students are strongly recommended to attend all classes and take notes throughout the semester.

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

Students can go to zone1.frontdeskanywhere.net and logon once they receive their login id and password. More details are provided in the first class.

Certification in Hotel Industry Analytics (CHIA) Training
The majority of this 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 14** so that the registration and the exam can be ordered. The exam is administered at **10AM, Saturday, December 1**. The location will be announced prior to 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. Socratve is a free application and used for student participations in the course. 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 to download (a student account) the program or to use the program directly from the site. 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 FDA exercise and CHIA training sessions. Several Excel exercises are done during the training as well. A basic calculator also recommended during this course. A cellphone or a smartwatch does not replace a calculator during the exams.

Course Assessment

EXAMS

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

The actual CHIA exam is *not* part of the course evaluation. It is up to individual 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 (FDA) guideline. These are to help students to get better prepared for the rest of 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 15-29 multiple questions, and each question is worth of 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 the lectures and seminars throughout the semester. We will use Socrative 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 the in-class participation activities, no exception. However, two lowest participation marks are dropped and not included in the course final grade. If you miss the class on the dates when

participation marks are given, 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. With each guest speaker, students are required to submit a hand-written reflection report in class. 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* for guest speaker reflection.

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%	
7 Quizzes	20%	
CHIA Mini Market Study - Group exercise	20%	Please see the last page of this outline for the due dates.
FDA Assignment	15%	
Class participation & discussions	10%	
Guest reflections	5%	
TOTAL	**100%**	

COURSE POLICIES

NO photos allowed
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 that day. Taking hand notes and typing notes on laptop 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. No assignment is accepted via an email attachment. Please do not attach an assignment file via email.

Both forms are due on the same time and date. Late submission of either form will be graded with point deductions as stated below.
1.   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%).
2.   An additional 10% deduction for each additional day the assignment is late.
3.   If the assignment is not received by end of **3rd 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 <u>beginning of the class</u>; this is a 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, **20% reduction** from the earned mark will be applied to the final mark. The time and date each assignment submission is shown on the CourseLink.

Attendance
Your attendance is critical in this class as most of the activities are centered on the PMS activities and CHIA training. Students are expected to attend classes on a regular basis. Be courteous to <u>be on time</u> and <u>stay until the class dismisses</u>.

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.
1.   Properly address the recipient (i.g., Hi WooMi, please do not begin your message with "hey").
2.   Indicate what class you are referring to and who you are (name).
3.   Write your message in full sentences (texting like sentences are not appropriate), yet precisely.
4.   End your email with your signature (i.e., John Smith, School of HTM, class standing, student organization position, email address or phone number) – creating a signature line is highly recommended.
5.   Upon receiving an email from the instructor, acknowledge it by sending short message, especially, when your request is answered and satisfied. This same rule applies to all professional email messages using University of Guelph account.
6.   Do not send a file attachment without any message or explanation.

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:
https://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/2018-2019/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 or see the website: https://www.uoguelph.ca/csd/

Drop date

The last date to drop one-semester courses, without academic penalty, is **FRIDAY, NOVEMBER 2, 2018**.
For regulations and procedures for Dropping Courses, see the Academic Calendar:
https://www.uoguelph.ca/registrar/calendars/undergraduate/2018-2019/c03/c03-fallsem.shtml

INTERNATIONAL STUDENTS

An **International Student Advisor (ISA)** is available to meet one on one with undergraduate and graduate international students. Common topics include adaptation challenges, academic concerns, and culture shock. The ISA can help you get involved on campus, connect with other students, and talk through any personal concerns you may face. ISAs are always happy to see you and to provide guidance and support as needed. Email Yassin Sagnia at ysagnia@uoguelph.ca

International Student Connections offers events and programs specifically for international students through the Office of Intercultural Affairs (OIA); including free skill-building and intercultural competency workshops, cultural excursions, and social activities to help you meet new friends, learn new skills. Request an OIA Ambassador, an upper year student who has experience navigating campus resources, to provide tips and guidance to help make your first year successful. You will get an email introduction the first week of class, and you can use your OIA Ambassador for support throughout your first year.   To learn about upcoming events, or to register for OIA programs visit https://gryphlife.uoguelph.ca/organization/OIA

HTM Student Support
The School of HTM also provides support with Mandarin Language. Yiting Zhao is HTM Student Services. She can be reached either at yzhao19@uoguelph.ca or 519-824-4120 ext. 54867. Her office is in MACS 124.

Tentative Class Schedule Fall 2018

WK		Date	Subject/Topic	Assignments & Dues
1	M	9/10	Introduction, Course outline, Hotel Terminologies	
	W	9/12	- Quiz 1: Couse outline - Frontdesk Anywhere (FDA) Demo & Account set-up	
2	M	9/17	- Quiz 2: Lodging Terms - Hotel industry profile & trends	
	W	9/19	- FDA 1 Creating hotel profile & room rates - Quiz 3: FDA Guideline	
3	M	9/24	Hotel guest folio	
	W	9/26	FDA 2 Make individual & group reservations	
4	M	10/1	Global reservation technologies	
	W	10/3	FDA 3 Closing guest folio & Assignment guideline	
5	M	10/8	No Class	
	W	10/10	CHIA Introduction & STAR reports	
6	M	10/15	Forecasting availability & overbooking	
	W	10/17	CHIA Training 1: Hotel Industry Analytical Foundations	FDA Assignment Due
7	M	10/22	- Quiz 4 - Assigning groups for Application 5 - Sharing raw data from SHARE	
	W	10/24	CHIA Training 2: Hotel Math Fundamentals	
8	M	10/29	- Quiz 5	
	W	10/31	CHIA Training 3: Property Level Benchmarking w/ STAR Reports	
9	M	11/5	- Room rate & Automated Revenue Management Systems - Quiz 6	
	W	11/7	CHIA Training 4: Hotel Industry Performance Reports	
10	M	11/12	- Quiz 7	
	W	11/14	- **Exam 1:** 1 ½ - hour exam over lectures - CHIA Application 5 Exercise	Bring a calculator
11	M	11/19	*Guest Speaker 1: tentative*	Guest reflection 1
	W	11/21	**Exam 2**: 1 ½ - hour exam over CHIA training	Bring a calculator
12	M	11/26	*Guest Speaker 2: Tentative*	Guest reflection 2
	W	11/28	- CHIA Application 5 (Mini Market Study) - Group work day	
	F	11/30	TA office hours available to make the class for October 8	Mini Market Study Peer Evaluation
Saturday, 12/1			**CHIA Certification Exam** at 10 AM; Location TBA	

* **Notes**: Minor changes to this schedule might be occurring without prior notice throughout the semester. Students are highly recommended to check for any changes weekly from the CourseLink page.

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