

## General Course Information

Instructor:	WooMi Jo, Ph.D
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Office Location:	MACS 307
Phone:	519-824-4120 x 53633
Office Hours:	Tuesdays & Thursdays, 4:00 – 5:00 PM, or by appointment
Lectures:	2:30-3:50 PM, Tuesday/Thursday, MCKN 117
Teaching Assistant:	Yangjin Qu ( <a href="mailto:yangjin@uoguelph.ca">yangjin@uoguelph.ca</a> )

## Course Description

*The course is a study of the nature of unit operations in the various sectors of the lodging industry and of the functions and systems of lodging operations. Topics will include organization structure and responsibilities, socio-technical systems, and legal and security aspects, more specifically front desk, housekeeping, laundry, sales/marketing, management, and other positions common to lodging operations.*

## 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 in order to operate a profitable and successful lodging operation.

## Course Assessment

### Exams

There will be three exams (including the final) in this course. Exams will be given on reading assignments, class lectures and discussions, and guest speaker comments.

### Lodging Property Manger Interview Report

Each group will interview a hotel manager (preferably a general manager or assistant general manager) from a

selected lodging property and provide reflection on their learning. No two groups will conduct the interview at the same property. A discussion list on CourseLink will be created for signing up. Each group will be assigned the chosen property on first come, first served basis. So there is no duplicated property. Groups are encouraged to think about a possible lodging property early on the semester. More details will be followed when the project is assigned.

	Proportions		Due Date	Location
Assessment 1:	30%	Lodging Manager Interview Report	3/24	Courselink Dropbox & In Class
Assessment 2:	40%	Midterms (2)	2/9 & 3/15	In Class
Assessment 3:	20%	Final Exam	4/11	In Class
Assessment 4:	10%	Minute paper/ exam questions	After Each Chapter	In Class
Total	<b>100%</b>			

### 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 Resources

### Textbook and/or Other Resources

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

Additional readings will be available and assigned throughout the semester.

## Course Polices

### 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 instructor 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 syllabus will be evaluated at the instructor's discretion.

### Late assignments

All assignments are due by **5:00 p.m.** on the due date.

Students are encouraged to submit their assignments even it's late for partial points.

Late assignments are marked with point deductions.

- 10% deduction from your total earned points within the due date.
- For example, if the assignment is worth 50 points and due on 5p.m. Friday, and you submitted yours at 7p.m. that day. If you earned 40 out of 50 points, you will lose 4 points (40 earned points x 10%) off from what you earned. Thus, 36 points will be granted.
- 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** for the assignment.

## **Make-Up Exam Policy**

There is **NO make-up** for exams, quizzes, and in-class assignments. 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**

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. Email use does not relieve students of the responsibility or confirming the communication with the instructor. 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.

- 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, HTM2100)
- Write your message in full sentences. (Do Not Text, i.g., thnx, idk, etc.)
- End your email with your signature line (i.g., John Smith, title, email address or phone number)

## **Communication via the University email and CoursLink**

Check the University email and visit the CourseLink 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 Polices**

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## **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/2015-2016/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 **Friday, March 11, 2016**.

For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/2015-2016/c03/c03-fallsem.shtml>

### Tentative Course Schedule

		Date	Topic	Assignments/Deadlines
1	TU	1-12	Introductions, Course outline	
	TH	1-14	CH1- Introduction to the Hotel Industry	Chapter reading
2	TU	1-19	<i>Guest Speaker 1 - Robert Gasperetti</i>	
	TH	1-21	CH1- Introduction to the Hotel Industry	Chapter reading
3	TU	1-26	CH2- Structure of Lodging Industry	Group project assigned / Group Meeting
	TH	1-28	CH3- Guest service	Chapter reading
4	TU	2-2	CH4- Managing Lodging Operations	Chapter reading
	TH	2-4	CH4- Managing Lodging Operations - Exam Review	Chapter reading
5	TU	2-9	<b>Exam 1</b>	In-Class Exam
	TH	2-11	CH6- Front Office	
6	TU	2-16	NO CLASS	
	TH	2-18	NO CLASS	
7	TU	2-23	CH6- Front Office & Night Audit	Chapter reading <i>Progress 1 report Due</i>
	TH	2-25	<b>Guest Speaker 2</b> - Zita Cobb (Innkeeper, Fogo Island, Newfoundland)	
8	TU	3-1	CH5- Staffing	Chapter reading
	TH	3-3	CH7- Sales & Marketing	Chapter reading <i>Progress 2 report Due</i>
9	TU	3-8	CH8- Housekeeping & CH9- Maintenance	Chapter reading
	TH	3-10	<b>Guest Speaker 3</b> – Karim Ismail (3 hotels in Guelph)	
10	TU	3-15	<b>Exam 2</b>	In-Class Exam
	TH	3-17	CH10- Food & Beverage operations	Chapter reading
11	TU	3-22	Group Work Day	
	TH	3-24	CH11- Hotel Accounting	Chapter reading <i>Interview Final Report Due</i>
12	TU	3-29	CH13- Hotel Safety & Security	Chapter reading
	TH	3-31	CH14- Careers in lodging industry <b>Guest Speaker 4</b> - Kevin Schmidt, Delta Guelph	Chapter reading
13	TU	4-5	CH15-Front Office Management Simulation	Chapter reading
	TH	4-7	Final Exam Review	
<b>FINAL EXAM: 7-9:00 PM, April 11, 2016</b> <b>Location: To Be Announced</b>				