

HTM*3060 Lodging Management (.5 credit course)

General Course Information

Instructor:	Justin Taillon
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<i>Office Location</i>	Macs 205
<i>Phone</i>	519-824-4120 x 52786
<i>Office Hours</i>	11a-1p on Wednesdays
<i>Department/School</i>	School of Hospitality, Food, & Tourism Management
<i>Lectures</i>	7-9:50pm Tuesdays in MACK 031
Teaching Assistants	Heiji Zhang (Hejie@uoguelph.ca)

Course Description

The intent of this course is to explore and analyze the principles and practices of lodging management and related sales 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. Focus of the course is on communication both within and among departments, divisions, and most importantly, with the customer.

The first half of each class period will focus on building critical analytic and decision-making skills necessary to manage hospitality operations. These are paramount skills to success post-graduation as a manager in the lodging industry. The other half of each class period will focus on utilizing critical analytic thinking to involve oneself at a high level in the interactions, responsibilities, and understandings between and within lodging industry departments.

Course Learning Outcomes

OUR Objectives

For class periods there are questions that both you and I are accountable for answering:

1. What do we need to know about the topic at hand to better understand and succeed in the lodging industry?
2. What is the point? What is its significance? What we will discuss is relatable to the lodging industry. It is our job as a TEAM to identify, critique, and understand the “point” and its significance each class period.
3. What do we do with this? We will learn and explore concepts that are applicable to decision-making in the lodging industry. It is our job as a TEAM to comprehend the application of concepts from class.
4. How will the information provided affect others, from employees to customers, from bosses to your personal career trajectory?

YOUR Objectives

1. Understand the complexity and scope of the lodging industry, the people and roles (stakeholders) involved in the lodging industry, and successful hotel management traits.
2. Speak and write using terminology appropriate to the lodging industry.
3. Understand the roles of professional associations, government agencies, companies, trade and professional literature, conferences, and organizations.
4. Understand different types of lodging industry establishments.
5. Understand management approaches to problem-solving and be able to apply these concepts.
6. Understand motivations in the Lodging Industry for different levels of stakeholders.
7. Understand various career directions within the Lodging Industry, including organizational structures and how different positions work together.
8. Be prepared for a successful interview for a management position in the hotel industry by the end of the semester.
9. Most importantly, we must all be able to apply the successful managers’ philosophy: “You are the only reason for everything that happens to you” throughout the entire semester.

INSTRUCTOR Objectives

I am responsible for providing you with the tools and capabilities to complete assignments and answer the aforementioned questions. Furthermore,

I am accountable for the following:

- Making students feel welcome and invited in the classroom.
- “Coaching” to promote success in the classroom.
- Being empathetic to your needs.
- Being enthusiastic about the material being covered.
- Completing tasks in a timely manner.

If you are failing to meet your goals during the semester I will not hesitate to let you know. If I fail to meet my goals during the semester please do not hesitate to let me know.

Course Assessment

	Worth		Due Date	Location
Assessment 1:	10%	Draft #1	23-Sep	Courselink Dropbox
Assessment 2:	7.5%	Draft #2	Variable	Courselink Dropbox
Assessment 3:	10%	Draft #3	27-Nov	Courselink Dropbox
Assessment 4:	7.5%	Hotel Presentation	Variable	Variable, In Class
Assessment 5:	10%	Manager’s Bookshelf Presentation	Variable	Variable, In Class
Assessment 6:	27.5%	Midterm Exam #1	21-Oct	In Class
Assessment 7:	27.5%	Midterm Exam #2	27-Nov	In Class
Total	100%			

Assignment Protocols

Introduction

There will be four types of Assignments.

1. First, there are Drafts. These are short assignments. There are three Drafts.
2. Second, there are Presentations. There are two Presentations.
3. Finally, there are two Midterm Exams. There is no Final Exam.

Submissions

An electronic copy via Dropbox on Courselink is necessary for all Drafts and Presentations. Drafts #1 and #3 are due by 6:45p the day of class. Draft #2 is due by 11:59p one day prior to the class period in which you are presenting.

Extensions

If you need an extension on Draft #1 or #3 you must request one by 11:59pm on the Monday prior to the assignment being due. You may request an extension via email only. Please copy the TA and the Professor. There is no point deduction for requesting an extension.

In the email I am not seeking an excuse (“Excuses are useless. Your friends don’t need them and your enemies won’t believe them anyway”). All I am seeking is a new time/date of your choosing for the assignment to be completed by. If you fail to notify the TA and Professor in a single email by 11:59pm you will lose 10% of the grade for that assignment each week you fail to complete the assignment.

There will be no extensions available for Draft #2. If there is a problem presenting on the date which you choose please speak to the Professor directly as soon as possible.

Formatting

All assignments must include a completed Excel grading sheet and APA cover page. These must be formatted correctly. For example, the Excel must function or points will be deducted. Each assignment will be graded using the same criteria that you grade yourself on. All assignments must be completed using APA format. If you want to use MLA or another format we are open to this so long as there is just cause. You must get the format approved by the Professor beforehand if you are not using APA.

Length

All page lengths below are for framing your assignment only. You will not be graded on page length. You will only be graded on content.

If you are unhappy with your performance on an Assignment you do have an opportunity to improve the grade. Please speak with the Professor directly regarding re-submitting assignments.

Assignment Explanations

Drafts

Draft #1: “A Resume is a written exaggeration of only the good things a person has done in the past, as well as a wish list of the qualities a person would like to have.”

Your first Draft is to submit:

Part #1: Your resume with a section titled “Objective” that in one sentence explains a position you are most likely to apply for post-graduation;

Part #2: A picture of you enjoying something in the hospitality industry. Make sure your face is visible and recognizable (sunglasses may render this impossible – please take that into account);

Part #3: Create a set of two to four indicators to gauge your success in each of the following three areas: one, five, and ten year personal and professional goals (total of six to twelve indicators).

Length: 2 pages.

Draft #2: *"The individual investor should act consistently as an investor and not as a speculator."*

Part 1: You will sign up for a hotel during the second class period.

Part 2: You will create a tri-fold for the property you sign up for. This should be approached as a tri-fold for potential investors (NOT for guests). If you do not have Excel charts and/or investment data (e.g. ROI, NOI) then you are setting yourself up for failure on this assignment. The tri-fold MUST be in PowerPoint format.

Length: 2 pages.

Draft #3: *"See everything; Overlook a great deal; Correct a little."*

You will be analyzing yourself and your actions during the semester in this Draft. First, re-read Draft #1. What did you do this semester to bring yourself closer to achieving your stated Objective in your resume and Part #3? Analyze your actions and why you achieved or did not achieve your goals.

Length: 1 page.

Presentations

Presentation #1: *"Be careful whose advice you buy, but be patient with those who supply it. Advice is a form of nostalgia. Dispensing it is a way of fishing the past from the disposal, wiping it off, painting over the ugly parts and recycling it for more than it's worth."*

Presentation #1: You will be assigned a hotel of importance to the industry for a variety of reasons. You will provide the reason(s) the hotel is important to the industry and basic information about the property (e.g. history, theme, space available, number of rooms, etc). You will present from your seat (standing up), not at the front of the classroom. You will know the day of your presentation, but not when during the class period you will be asked to present. You will need to provide one PPT slide of the hotel that I will place in the day's PPT slides (Draft #2, the tri-fold).

Length: 1 minute.

Presentation #2: *"Ideally a book would have no order to it, and the reader would have to discover his own."*

You will be assigned a Chapter from "The Manager's Bookshelf". You will bring the chapter's learning to life for the class with your group. Here is what your group will be responsible for:

- Provide a PPT. This will not be used in class – it will be posted online for the class to read. Your peers will study from this for the exam. The PPT must be received no later than 11:59p the day before you present. You CANNOT use the PPT in class.
- Convey the information from the book in a creative manner for the class. This should include an approximately short summary of the book that includes no ancillary tools (e.g. PPT, notes) and then an activity and/or game for the class that will function as a conduit for conveying the information the book provides to the class. Have fun with this! The audience is your peers, not the Professor. You are being graded on your connection with your peers and ability to convey the material. Your summary can be as short as 1-minute if your game is 9 minutes in length. Your summary cannot be longer than 3 minutes, which would leave 7 minutes for the game that brings to information to life.
- You will present and be graded as a group. Not everyone needs to speak. Every group member can be involved in their own way. This means that as a group you need to identify each group member's skill set and leverage this to maximize the quality of the presentation as a team.

Length: 10 minutes.

Exams

Midterm Exams: *"Granted, prostate exams aren't the most enjoyable things in the world, but they only last about 10 seconds. It's well worth it. Just think of the possible consequences if you don't get it done."*

The Midterm Exams will consist of approximately twenty-five MC questions and eight Short Answers.

Extra Credit Opportunities

Extra Credit #1: If you are an active member of a professional organization in the hotel and/or tourism industry this semester you can receive a maximum of 7% added to your final grade in this course (receiving the full seven points is rare and would require extraordinary efforts). You earn this by submitting an E.C. form that can be found on the course website. Each submission is worth a maximum of .5% to your final grade, depending on the event, your role, and the quality of critical thinking evident in the E.C. submission.

Extra Credit #2: CHIA Certification is being offered in the final class period this semester. This certification is a joint project between STR and AH&LA; I also had a hand in writing some of the questions, designing the exam format, training professors to administer the exam, and making the exam offered in Canada. Earning CHIA Certification will add a maximum of 5% to your final grade in the course. This certification is designed to assist those interested in hotel operations, consulting, revenue management, working on an executive committee, and/or a lodging industry corporate office.

Course Resources

Textbook and/or Other Resources:

Pierce, J. & Newstrom, J. (2005). *The Manager's Bookshelf*. Upper Saddle River, New Jersey, Pearson Prentice Hall.

Course Policies

Participation

Participation in the classroom is necessary for learning to occur in this class. Therefore, you are expected to participate in the course. If you fail to participate in class I will assume you are not prepared. If you are consistently not prepared for class I may request a meeting with you.

Class participation will include staying abreast of current news stories as they relate to the worldwide lodging industry and discussing them in class during "Water Cooler Talks", being an active participant in class, reading course materials that are assigned, dressing appropriately, and other activities and topics deemed necessary throughout the semester.

Although this is a large class, I will be able to identify certain individuals who deserve additional participation points, and some who should have participation points taken away. This will be based upon interactions in class, via email, and at events related to class. I reserve the right to alter your Participation grade by up to 10% of your final grade plus or minus at the end of the semester. If I choose to take away more than 4% of your Participation marks I will request a meeting with you and offer you an opportunity to explain your actions during the semester.

Cell Phones, Food, Etcetera

You are expected to respect your peers and me. Cell Phones should be turned off before class begins. You may bring a drink to class with you. Food, including gum, is not permitted. Gum is my pet peeve and not acceptable in hospitality establishments. If you foresee a circumstance where your cell phone must be left on or you must eat during the class please come speak to me so we may discuss and agree upon special arrangements.

Library as a Resource

The library and Learning Commons offer free services to help you succeed in your academic career. You can:

- Meet with a peer helper to discuss study strategies or your writing assignments
- attend Supported Learning Groups
- get assistance finding journal articles and books
- register for academic workshops
- so much more! Visit the Library website for more information: www.lib.uoguelph.ca

Academic Integrity

Academic misconduct is behaviour that erodes the basis of mutual trust on which scholarly exchanges occur, undermines the University's exercise of its responsibility to evaluate students' academic achievement or restricts the University's ability to accomplish its learning objectives. The University of Guelph is committed to upholding the highest standards of academic integrity and requires all members of the University community to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. All information you should know about academic integrity at the University as it applies to this course can be found here:

<http://www.open.uoguelph.ca/prospective/distance-education/academic-integrity.aspx>

Furthermore, I reserve the right to use Turn It In, a website that detects plagiarism, at any time during the semester for any of your assignments. Please visit turnitin.com or see me for more on this resource if you have questions about how the website functions as it relates to this course.

Grading Policies

Grading rubrics will be posted online prior to each assignment's due date. These rubrics will outline the grading scheme. If you feel a grading mistake has been made on any assignments please speak to the Professor directly. We are here to help!

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.

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

Drop date

The last date to drop one-semester courses, without academic penalty, is Friday, October 31, 2014. For regulations and procedures for Dropping Courses, see the Academic Calendar: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08>

Lectures, Readings, Exams, and Assignments Outline:

Date	Topic	Reading
09-Sep	Go over syllabus, schedule, expectations, and assignments	Top 10 Mistakes
09-Sep	History of hospitality & lodging	History, Hotel Firsts
16-Sep	Hotel Departments and Organizational Charts (HTM*2100 review)	Organizational Chart, Job Description
16-Sep	Ownership, Franchising, Branding, & Flags (HTM*2100 review)	Franchising
23-Sep	<i>Guest Speaker: Lifestyle Choices: A career in hospitality</i>	<i>Hedonism Handbook, Work-Life Balance</i>
23-Sep	<i>Guest Speaker: Networking hospitably</i>	<i>Professional Associations, Networking</i>
30-Sep	Motivation, Power, and Indicators	Indicators
30-Sep	Hotel Industry Terminology	Terminology
07-Oct	Negotiation Tactics	The Mind and the Heart, Preparation
07-Oct	Negotiation Preparation	Handout in class
14-Oct	NO CLASS	
14-Oct	NO CLASS	
21-Oct	Exam #1	
21-Oct	Negotiation : In-Class work (part of the exam)	
28-Oct	Hotel Management	The Best General Manager..., Marketing Hospitality
28-Oct	What is critical thinking?	Critical Thinking
04-Nov	<i>Guest Speaker Panel : Hotel Consulting</i>	Chap. 1, 2, & 5 from CND Hospit. Finance Mgt.
04-Nov	Service Encounters	Psychology of the Experience
11-Nov	Employee Productivity	Health Status and Employee Productivity
11-Nov	Financial Management	Credit Card Processing
18-Nov	Loss Prevention: Safety and Security	Enz's Safety and Security
18-Nov	Analytic Foundations, Math Fundamentals, & STR Reports	STR & HVS Postings (bring to class)
25-Nov	Analytic Foundations, Math Fundamentals, & STR Reports, Pt. 2	Who Owns What?
25-Nov	Tidbits, Class Wrap-Up	
27-Nov	Exam #2	
27-Nov	CHIA Exam	