

### General Course Information

Instructor:	<b>WooMi Jo, Ph.D., CHIA</b>
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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:	<u>Lecture</u> : 11:30 - 12:20pm, Tuesday, MACS 209 <u>Seminar</u> : 11:30am - 1:20pm, Wednesday, MCKN 227 3:30pm - 5:20pm, Wednesday, MCKN 227
Pre-requisites:	9.00 credits including HTM*2100 (HTM*1160 or HTM*2100)
TA	Xiaoyan Yang, <a href="mailto:xyang26@uoguelph.ca">xyang26@uoguelph.ca</a> Ying Zhou, <a href="mailto:yzhou32@uoguelph.ca">yzhou32@uoguelph.ca</a>

### 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	g. Report and present the results and decisions from a market study upon

communication skills	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*. (5<sup>th</sup> ed.). John Wiley & Sons, Inc., Hoboken, New Jersey.

### Tuesday 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 will be conducted. Students are strongly recommended to attend all classes and participate.

### Wednesday Seminars

#### Property Management System (PMS) Software

During the first part of the semester, students utilize a web-based lodging property management system (PMS). Each student will develop a hypothetical hotel and manage from the system. 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. Each student will submit a brief reports on their hotel property upon completion of the practice.

#### 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, October 16** so that the registration and the exam can be ordered. The exam is administered at **10AM, Saturday, November 2**. 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 in the course. Socrative can be downloaded for laptop, tablet, and smartphone. Students will be given some exercise to learn how to use Socrative at the beginning of the semester. Visit <https://www.socrative.com> to download (a **student** account) the App. or to use the program directly from the site.

#### **Personal computer and calculator**

Students are encouraged to bring their laptops, if they have one available, to all PMS exercises and CHIA training sessions. Several Excel exercises are done during the training as well. A basic calculator is 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 Tuesday lectures and PMS exercises, 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 second exam will help students to better prepare for the certification exam. The actual CHIA certification 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 two quizzes at the beginning of the semester. Course outline materials and industry terminologies will be covered on the quizzes. These are to help students to get better prepared for the course.

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 (approximately there will be 10 of these throughout the semester).

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 80 out of 100 for the assignment and a group member received 90% on the peer evaluation, he/she will receive 72 marks for the whole project.

## GUEST REFLECTIONS

Three 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	40%	Please see the last page of this outline for the due dates.
Property Management System practice	5%	
Quizzes	5%	
CHIA Mini Market Study - Group exercise	40%	
Class participation & discussions	5%	
Guest reflections	5%	
<b>TOTAL</b>	<b>100%</b>	

## COURSE POLICIES

### NO PHOTOS allowed

Taking photo of the screen during both the lecture and seminar is prohibited unless the instructor states otherwise. The instructor 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 instructor has *the right not to accept* assignments after the stated due date. 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 can be dropped off in the instructor's office on or before the due date. The electronic copy is submitted on the CourseLink. Students are encouraged to submit their assignments earlier than the deadline. An email attachment submission is not considered as formal submission and will not be graded.

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, you earned 45 out of 50 total marks on an assignment. With 10% deduction rule, your final mark is 40.5 (= 45 - 4.5)
2. An additional 10% deduction for each additional day the assignment is late.
3. 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 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 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.

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.g., 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 Student Accessibility Services (SAS) as soon as possible. For more information, contact SAS at 519-824-4120 ext. 56208 or email [sas@uoguelph.ca](mailto:sas@uoguelph.ca) or see the website: :

<https://wellness.uoguelph.ca/accessibility/>

### Drop date

The last date to drop one-semester courses, without academic penalty, is **NOVEMBER 29, 2019**.

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

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

## 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](mailto:ysagnia@uoguelph.ca) or call 519-824-4120 Ext. 58686.

**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>

### Tentative Class Schedule Fall 2019

WK	Date	Subject/Topic	Assignments & Dues
1	T 9/10	Introduction, Course outline	
	W 9/11	- Quiz 1: Course outline - Hotel Terminologies - CHIA Introduction & STAR reports	
2	T 9/17	Hotel industry profile & trends	
	W 9/18	- Quiz 2: Lodging Terms - CHIA Training 1: Hotel Industry Analytical Foundations - Visitor – Blue Mountain Resorts	
3	T 9/24	Forecasting availability & overbooking	
	W 9/25	- CHIA Training 1: - CHIA Training 2: Hotel Math Fundamentals	
4	T 10/1	Hotel room rate & Revenue Management	
	W 10/2	CHIA Training 3: Property Level Benchmarking w/ STAR Reports	
5	T 10/8	<i>Guest Speaker 1: Duane Vinson (STR)</i>	
	W 10/9	CHIA Training 3: Property Level Benchmarking w/ STAR Reports	Guest reflection 1
6	T 10/15	No Class	
	W 10/16	- CHIA Training 4: Hotel Industry Performance Reports - CHIA Mini market study assignment/ Sharing raw data	Bring a calculator CHIA exam decision Group selection
7	T 10/22	<i>Guest Speaker 2: Nicole Nguyen (CBRE)</i>	
	W 10/23	- <b>Exam 1:</b> over CHIA training materials	Guest reflection 2
8	T 10/29	<i>Guest Speaker 3: Mae Gonzalvo (Marriott) – To be confirmed</i>	
	W 10/30	Property Management System (PMS) Demo & Account set-up	Guest reflection 3
9	T 11/5	Hotel guest folio	
	W 11/6	PMS 1: Creating hotel profile, room types, room rates	
10	T 11/12	PMS 2: Make room reservations	
	W 11/13	PMS 3: Check in	
11	T 11/19	PMS 4: Check out & Closing guest folio	
	W 11/20	<b>Exam 2:</b> over lectures	Bring a calculator
12	T 11/26	Finishing up PMS exercise	Peer Evaluation
	W 11/27	- CHIA Application 5 (Mini Market Study) - Group workday - Review for CHIA Certification Exam	PMS Report
<b>Thursday, 11/28</b>		TA office hours available to make-up for October 15	Mini Market Study
<b>Saturday, 11/2</b>		<b>CHIA Certification Exam</b> at 10 AM, Location MACS 209	

\* 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: PMS= Property Management System, CHIA = Certification in Hotel Industry Analytics

\*\*\*There is **no final exam** in this course, please discard the scheduled exam on WebAdvisor.