NEW MEXICO STATE UNIVERSITY

HRTM 331 Lodging Operations I – Online Section 70   **Spring xxxx**

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Required Materials: <u>Check-in Check-out.</u> 9th Edition by Vallen and Vallen. There is an online or ebook edition see: http://www.coursesmart.com/check-in-check-out-ninth-edition/gary-k-vallen-jerome-j-vallen/dp/9780132723534   (there is also a link for the online book on the Canvas home page).

Course Description: Management of the hotel and resort phase of the hospitality industry.
Prerequisite: HRTM 201 and 221.

Course Requirements: Students are expected to have regular internet access to complete this course. Students will complete online learning modules, assigned readings with online quizzes, prepare for and participate in case study analysis, and prepare and participate in current event presentations online. While Canvas does have several mobile applications, it is recommended that students use a laptop or desktop to access and complete work in Canvas. Students will need access to a camera device with digital photo ability such as a camera with a memory card or smart phone with a camera. For the guest accounting portion of the course students will need access to a printer and scanner,

General Policies:

It is expected that all assignments and projects will be turned in on the due date. **Late projects and presentations are penalized 10% per day (including weekends). Late discussions and late case preparations will NOT be accepted. Quizzes, Assessments and Unit Modules must be taken on or before the due date assigned.** While the course is online<u>, it is NOT self-paced</u>. Students are expected to complete

the work by the dates assigned. Students not logged in and completing work on time will not pass the course. In the event of an emergency or extreme illness, you must contact the professor <u>in advance,</u> at which time alternatives will be arranged as warranted by the emergency. Work, other class loads, and travel conflicts are not considered to be an emergency.

Objectives – Course Layout:

Chapter 1 - The Traditional Hotel Industry - *Describe and outline the history, magnitude and culture of the hotel industry*

- Compute and apply the three, basic formulas: Percentage of Occupancy (%); Average Daily Room Rate (ADR); and Revenue Per Available Room (RevPar).
- Describe Hotel Classification Systems
- Outline a framework of historical reference that will document the direction of hotel development and demonstrate the industry's vibrancy across the centuries.

Chapter 2 - The Modern Hotel Industry - *Define and identify hotel ownership and operational structures*

- Define hotel ownership and operational structures to include: franchising, and management contracts
- Explain hotel segmentation and match hotel segmentation brands with parent companies.

Chapter 3 - The Structures of the Hotel Industry - *Outline the organization and structure of a hotel and resort.*

- Identify the relationships between the front office and other departments in the hotel and resort.
- List and describe the components and function of the front office.
- Develop an organizational chart for a hotel.
- Identify hotel job titles and their accompanying roles

Chapter 4 - Forecasting Availability - *Describe the components and processes of room reservation forecasting and revenue management.*

- Calculate a simple, unadjusted room count.
- Calculate an adjusted room count.
- Explain how how overstays, understays, early arrivals, and cancellations can impact the total rooms available for sale.

Chapter 5 - Room Reservations - *Explain the reservations distribution process and components*

- Explain the vast changing electronic reservations environment, including the growth of on-line reservations bookings, application service providers, and outsourcing reservations.
- Identify and define various reservations channels for hotel room reservations.

Chapter 6 - Individual Reservations and Group Bookings, and Overbooking - *Describe and discuss how reservations are made, and the ramifications of and how to manage overbooking.*

- Explain the differences in reservations for groups and single markets.
- Discuss the legal ramifications of overbooking the property, the anti-service issues at stake, and some possible solutions on both a property- and industry-wide basis.
- Describe a standard overbooking policy including the costs to the hotel and the expectations of the guest.

Chapter 7 - Managing Guest Services - *Explain and discuss problem solving and guest service associated with the front office and other departments of the hotel and resort.*

- Discuss elements of guest service and guest relations skills.
- Explain the tasks involved in complaint management; from prevention to alternative solutions.
- Role play a supervisor's response to a fictional, but structured complaint.

Chapter 8 - Arrival Registration, Assignment and Rooming - *Outline and explain the flow of the guest from arrival through room occupancy*

- Outline and describe the processes of reception, registration and rooming.
- Define and explain the roles and functions of Uniformed Services in a hotel.

Chapter 9 - The Role of the Room Rate - *Explain and apply pricing and the hotel room rate.*

- Explain market demand pricing
- Calculate and discuss the effects of changes to room rates

Chapter 10 - Billing the Guest Folio - *Explain and compute procedures and concepts for Front Office Guest Accounting*

- Explain the role of the Front Office as the centralized hub of guest accounts
- Differentiate between the Guest Ledger and the City Ledger
- Complete basic accounting transactions for a guest account

Chapter 11 – Credit, City Ledger and Cash Transactions - *Identify and explain the elements of managing cash, guest credit, and the City Ledger*

- Explain the role of management in formulating and implementing credit policies and procedures for a hotel.
- Identify accounts within the city ledger utilized by the Front Office
- Explain the cashiering process for the front desk
- List common counterfeit techniques and how to detect them.
- Describe PCI compliance and its key components for Hotels

Chapter 12 - The Night Audit - *Explain and demonstrate the Night Audit procedures and processes*

- Explain the role of night audit for a hotel
- Compute a sample night audit

Chapter 13 - Hotel Technology - *Describe and discuss technology in the Guest Room and Hotel Communication Equipment*

- Describe and discuss current guest room technology options available to hotels.

Interview Hotel Managers - Describe the day to day activities and responsibilities of *a Hotel Front Office Manager or a Hotel Assistant General Manager (AGM).*

- Identify and describe the key elements in effectively managing the front office of a hotel.
- Outline and explain the day to day activities of a Hotel Front Office Manager or Hotel Assistant General Manager.

Course Components

1) Readings. The textbook for this course is: Check-in Check-out. 8th Edition by Vallen and Vallen. ISBN 978-0132059671,

2) Unit Modules. The majority of the content for the course will come from online unit modules and assigned readings. The unit modules will have quizzes and graded activities throughout the module. The first few have only quizzes at the end, but most of the modules have graded activities, quizzes or review questions throughout the module. Many of the activities allow you the opportunity to try again until you get it right. I encourage you to make use of this option.

   The modules are fussing in grading. You must click on the "FINISH" button at the end of the module for the module to save and record your scores. If there is a multiple question quiz, the last page of the quiz will give you an option to "CHECK ANSWERS". You must click this for the module to score the quiz. You must also complete the score tracking section on the last page of each module. Please use your last name and first initial as an identifier.

3) Quizzes. They must be completed individually. Questions may differ from student to student. You may reference your textbook, notes, etc…   However the quizzes will have a time limit. You will not be able to look up each answer and finish the quiz. There are very few true quizzes left in the course, as most of the "quizzing" is now embedded in the modules.

4) Online discussions and chats. There will be a question each week to which you must post answers on the discussion board. You then also be required to respond to 2 other students' answers for each discussion. Your response can be agreement or disagreement and examples or further information why. Or you may take the discussion to another level with information and additional questions. The answers for the discussions will not come directly from the "book". You will need to read and understand the assigned readings to be able to complete the discussions. However the discussions ask that you synthesize the readings with current literature and be able to apply the knowledge in your discussion. A "good" answer or response is typically 4-6 sentences and includes some outside research or reading (beyond the assigned text readings), with citation, not just your opinion. Of course you can come back and chat as often as you would like, however, you will not receive extra credit for additional chat participation.

5) Hotel Front Office Manager Interview. Students will interview a hotel Front Office Manager or Assistant General Manager using the interview guidelines provided in Canvas. Students will write up a report of the interview. The report must be computer or type written, and contain a title page with the student's name and the name of the hotel manager.

6) Service Journal. Students are to keep a journal of service encounters throughout the semester. A minimum of 2 entries per week is required. The journal will be kept in the discussions tab of the course. The service encounters need not be the

hospitality industry, they can be at the bookstore, on the phone with the electric company, etc… Students should write 4-6 sentences describing their service encounter and identifying the key factors. Students should also classify the encounters as exemplary service, neutral service encounters (neither exemplary nor disappointing), or disappointing service.

7) <u>Photo Montage – Students will create a photo montage portraying el</u>ements of guest service.

8) <u>Current Event Presentation.</u> Students will create a presentation using an interactive presentation site. Students will then comment and collaborate on one another's' presentations.

When you need help with the course: The course has several components set up to help you. First be sure you have completed the **Welcome Tour** in the 1st module: **Introduction and Getting Started**. You can also access the **Welcome Tour** from the **Course Contents** Page in the **Start Here** folder. If your question or problem concerns course content, or how to complete something on Canvas there is a **Course Help** section of the course under the Discussions link. There you will find three discussions: **Students Helping Students, Questions about the Course, and Content Questions**. Please post your question under the **Students Helping Students** discussion first. Many questions you may have about the course can be answered by one another, more rapidly and sometimes even more effectively than when asking the instructor. FYI the Chat function of this course is always open - you can also use that area of the course to ask one another questions. If 24 hours have passed since you posted your question to the **Students Helping Students** discussion and you have not received an answer, please post your question in either the **Questions About the Course** Discussion or the **Content Questions** section of Canvas Discussions. As an instructor I will grade and answer questions each Monday and Wednesday afternoon, however I am often on Canvas more often and may answer your question sooner.

If your question or concern is of a personal nature, or about your grades, please use the email function through Canvas. As in grading, I will return emails each Monday and Wednesday afternoon (and often sooner).

Any changes to the course or additional directions will be made through the **Announcements** function of the course, as well as posted on the appropriate **Course Help** discussion.

Academic Integrity: It is expected that students will maintain the highest degree of academic integrity and honesty. Students are expected to complete their own work to the best of their ability. It is expected that students will gather the work of other authors or researchers in the completion of their assignments. These "gatherings" must be cited. Unauthorized use of material, copying, or otherwise falsifying information on exams, assignments or quizzes, case studies will result in loss of grade to possible suspension. The University policies on Academic Integrity are outlined further in the Student Handbook: **Link to Student handbook.**

Plagiarism is using another person's work without acknowledgment, making it appear to be one's own. Intentional and unintentional instances of plagiarism are considered instances of academic misconduct and are subject to disciplinary action such as failure on the assignment, failure of the course or dismissal from the university. The NMSU Library has more information and help on how to avoid plagiarism at http://lib.nmsu.edu/plagiarism/

Instructional Modifications for Accessibility:
Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) covers issues relating to disability and accommodations. If a student has questions or needs an accommodation in the classroom (all medical information is treated confidentially), contact:
Trudy Luken
Student Accessibility Services (SAS) - Corbett Center, Rm. 244
Phone: 646.6840 E-mail: sas@nmsu.edu
Website: http://sas.nmsu.edu/

This course uses several additional software programs and technologies. Please read the following for more information about their accessibility
Canvas Accessibility Standards and helps: https://www.canvaslms.com/accessibility
SoftChalk Accessibility Standards: http://softchalk.com/products/cloud/accessibility/
YouTube Accessibility Help: https://support.google.com/youtube/answer/189278?hl=en

NMSU policy prohibits discrimination on the basis of age, ancestry, color, disability, gender identity, genetic information, national origin, race, religion, retaliation, serious medical condition, sex, sexual orientation, spousal affiliation and protected veterans status. Furthermore, Title IX prohibits sex discrimination to include sexual misconduct, sexual violence, sexual harassment and retaliation.
For more information on discrimination issues, Title IX or NMSU's complaint process contact:
Gerard Nevarez or Agustin Diaz
Office of Institutional Equity (OIE) - O'Loughlin House
Phone: 646.3635 E-mail: equity@nmsu.edu
Website: http://www.nmsu.edu/~eeo/

Privacy
We take protecting and honoring your privacy very seriously at NMSU. Please note that several software and technology materials are used in the course. Their privacy policies are noted below.

Canvas Privacy Policies   https://www.canvaslms.com/policies/privacy
SoftChalk Privacy Policies http://softchalk.com/about/privacy-policy/
YouTube Privacy Guidelines: https://www.youtube.com/static?template=privacy_guidelines

Tech Skill Prerequisites
- navigate in and use Canvas; for assistance,

- Click on HELP link in upper right hand corner of Canvas course room.
- check out the Canvas Student Guide to learn on your own,
- view the Canvas Tutorials for additional help
- contact the ICT Help Desk 646-1840 (M-F: 8:00am-5:00pm Mountain Time)
- email help@nmsu.edu to get technical help if you are having problems,
- create and save MS Word documents; see MS Word tutorials
- create and save MS PowerPoint documents; see PPT for PC or PPT for Mac tutorials

Other Helpful Resources
- Research skills; see NMSU Library and Research Help for Students
- Study Skills and General Learning Skills; see Student Success Center

Netiquette and other Discussion Expectations
a definition (from Wikipedia):
"Netiquette (neologism, a morphological blend formed from "Internet etiquette") is a catch-all term for the conventions of politeness and respect recognized on Usenet, in mailing lists, in live chat systems, and on other electronic forums such as Internet message boards. *These conventions address the relationship between personal behavior and group phenomena,* (emphasis added by me) and outline a dynamic set of guidelines for conduct that is conducive to pleasant, efficient and agreeable interaction." To that end, please follow these netiquette guidelines:
Politeness
- Don't flame (personally attack) someone. It is possible to disagree with an idea without flaming the person espousing the idea.
- Use emoticons and acronyms to convey your emotional intent in order to avoid misunderstandings or to simply type more quickly (especially helpful in live chats!). For example:
  - to indicate that you're smiling, use :) - a colon with right parenthesis
  - to indicate you're winking / or making a joke or kidding, use ;) - a semicolon with right parenthesis or JK (Just Kidding)
  - to signify you found something funny/amusing, use LOL (Laughing Out Loud).
  - see these links for other interesting emoticons and acronyms
- Remember that beliefs about 'proper' interpersonal interaction are defined for us by the families and cultures of which we are a part. What is considered proper communication in one family or culture may not be so in another. So, talk it out instead of assuming a person's communicative intent.

You are expected to conduct yourselves in a professional manner and to treat everyone in the class with respect. You can and actually should occasionally disagree with a class member. But that disagreement can be done with respect and dignity!

Assessment and Grading

Students will be evaluated on the basis of achievement in several different areas. There will be no provisions to assist a student in last minute grade recovery.

1. Hotel Manager Report   10%

2. Course Modules with Quizzes and Activities
   and online quizzes outside of the modules   40%

3. Discussions (14 discussions at 30 points each)   15%

4. Service Journals (14 entries at 10 points each)   10%
5. Photo Montage   5%
6. Current Event Presentation   5%
7. Guest Accounting and Night Audit   15%
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                                                                            100 %

Grading
90 – 100% = A
80 – 89% = B
70 -   79% = C
60 -   69% = D
59% and below = F

Schedule
Please note: schedule subject to change please refer to Canvas for current information

Date	Subject	Reading	Quizzes, Discussions and Presentations
Week 1+1/2	Intro to Class		1. Introduction discussion due Friday xxxx 2. "What makes a hotel great" Discussion due Friday xxxx 3. Write in Service Journal
Week 2	History of the Hotel Industry,	Check-in Check-out Chapter 1	1. Responses to Discussion #2 "What makes a hotel great." due Monday xxxx 2. Discussion 3 Due Tuesday xxxx 3. Responses to discussion #3 due Thursday xxxx 4. History 1 due Friday xxxx 5. History 2 due Friday xxxx 6. History 3 Due Friday xxxx 7. Write in Service Journal
Week 3	The Traditional Hotel Industry	Check-in Check-out Chapter 1	1. Discussion #4 Due Tuesday xxxx 2. Responses to Discussion #4 Due Thursday xxxx 3. Introduction to the Hotel Industry Module due Friday xxxx 4. Ownership and Management Structures due Friday xxxx 5. Write in Service Journal
Week 4	Modern Hotel Industry and Structures of the Hotel Industry	Check-in Check-out Chapters 2 and 3	1. Discussion #5 Due Tuesday xxxx 2. Response to Discussion #5 Due Thursday xxxx 3. Hotel Brands due Friday xxxx 4. Organizational Structures of Hotels due Friday xxxx 5. Write in Service Journal
Week 5	Forecasting Availability and Global Reservations Technologies	Check-in Check-out Chapters 4 and 5	1. Discussion # 6 Due Tuesday xxxx 2. Response to Discussion # 6 Due Thursday xxxx 3. Reservation Forecasting due Friday xxxx 4. Reservations due Friday xxxx 5. Write in Service Journal
Week 6	Individual Reservations, Group Bookings and Overbooking	Check-in Check-out Chapter 6	1. Discussion #7 Due Tuesday xxxx 2. Response to Discussion #7 Due Thursday xxxx

			3. Group Reservations and Overbooking due Friday xxxx 4. Write in Service Journal
Week 7	Managing Guest Services	Check-in Check-out Chapter 7	1. Discussion #8 Due Tuesday xxxx 2. Response to Discussion #8 Due Thursday xxxx 3. Current Event Presentation Due Friday xxxx 4. Begin Photo Montage 5. Write in Service Journal
Week 8	Guest Arrival, Registration and Rooming	Check-in Check-out Chapter 8	1. Discussion #9 Due Tuesday xxxx 2. Response to Discussion #9 Due Thursday xxxx 3. Registration part 1 due Friday xxxx 4. Registration part 2 : Uniformed Services due Friday xxxx 5. Write in Service Journal
Week 9	The Role of the Room Rate and Revenue Management		1. Discussion #10 Due Tuesday xxxx 2. Response to Discussion #10 Due Thursday xxxx 3. Room Rates due Friday xxxx 4. Write in Service Journal 5. Set up/Schedule Hotel Manager Interview
	SPRING BREAK/FALL Break		
Week 11	The Guest Folio, Credit and the City Ledger	Check-in Check-out Chapters 10 and 11	1. Discussion #11 Due Tuesday xxxx 2. Turn in Photo Montage Wednesday xxxx 3. Response to Discussion #11 Due Thursday xxxx 4. The Guest Folio due Friday xxxx 5. Credit Cards due Friday xxxx 6. Other City Ledger due Friday xxxx 7. Write in Service Journal
Week 12	Credit, City Ledger, Cash and PCI Compliance	Check-in Check-out Chapter 11	1. Discussion #12 Due Tuesday xxxx 2. Responses Comments for Photo Montage Due Wednesday xxxx 3. Responses to Discussion #12 Due Thursday xxxx 4. Managing Credit due Friday xxxx 5. Cash Transactions due Friday xxxx 6. PCI Compliance due Friday xxxx 7. Write in Service Journal 8. Start Guest Accounting/Night Audit Project
Week 13	The Night Audit	Check-in Check-out Chapter	9. Discussion #13 Due Tuesday xxxx 10. Response to Discussion #13 Due Thursday xxxx

| | | 12 | 11. The Night Audit due Friday xxxx |
| | | | 12. Write in Service Journal |

Week 14	Night Audit and Hotel Technology	Check-in Check-out Chapters 12 and 13	1. Discussion # 14 Due Tuesday xxxx 2. Response to Discussion #14 Due Thursday xxxx 3. Short Hotel Technology Assignment Due Friday xxxx 4. Write in Service Journal
Week 15 + Finals Week			1. Night Audit Project Due Wednesday xxxx 2. Hotel Manager Report Due Tuesday xxxx