HRTM 260 - Hotel Management
OYT (12/27 – 1/16)

INSTRUCTOR:
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OFFICE HOURS:
Since this is an online class, the instructor can be reached via email at kubickova@hrsm.sc.edu. Additional appoints are available after emailing to arrange time and will be held in Close-Hipp Building, room 630.

DESCRIPTION:
Management of the lodging phase of the hospitality industry to include front office, housekeeping, sales & marketing, maintenance areas, and food & beverage among others.

PREREQUISITS:
No prerequisites

REQUIRED TEXT:
Foundations of Lodging Management, 2nd ed. (2012). Hayes, D. K., Ninemeier, J. D., & Miller, A. A. Pearson/Prentice Hall.

COURSE FORMAT:
Course material will be presented via Blackboard website. Grades, exams, and all course materials will be available on Blackboard. To access course, go to http://blackboard.sc.edu. Log in using your student username and password. Technical difficulties - go to https://sc.edu/about/offices_and_divisions/division_of_information_technology/end_user_servic es/available_technology_resources/blackboard/index.php or 777-1800.

LEARNING OUTCOMES:
The measurable <u>learning outcomes</u> used to determine the degree to which these goals are being met. By the end of the course, students will be able to
- Explain the concept of revenue management and discuss how managers can maximize revenue by using forecast information in capacity management, discount allocation, and duration control.
- Identify the steps in effective hiring and orientation.
- Explain the history and development of the hotel industry.
- Explain the features and characteristics of various classifications of hotels.
- Explain the corporate structure and ownership arrangements in the hotel industry.
- Explain the concept of guest service and identify the "moment of truth" concept.
- Summarize the four basic management functions of planning, organizing, directing, and controlling in hotel operations.
- Explain how a hotel reservations system function.
- Identify the Housekeeping department's typical cleaning responsibilities.

- Identify the Maintenance department's typical repair responsibilities.
- Construct and label a hotel organizations chart.
- Explain the daily activities of a manager in several departments.
- Describe the value and importance of staffing, communication, and leadership in hotel management.
- Summarize the fundamentals of hotel revenues, costs, and profitability.
- Calculate commonly used hotel ratios, such as occupancy rate and average daily rate.
- Determine whether hotel management is a preferred career path.

Upon completion of course case studies, the student will be able to:
- Solve challenges that may arise in hotel operations, create effective managerial responses to such; and generate alternative organizational planning and/or structure that would avoid or minimize the risk of occurrence (of the initial challenge).

COURSE COMMUNICATION
I will be communicating with you regarding grades and assignments. If you need to get in touch with me, the best method is via email. Generally, I will reply to emails within 24 hours and will provide feedback on assignments within 48 hours. You may also post questions pertaining to the course on the Blackboard Discussion Board. These questions will be answered within 24 hours.

If you are having trouble with this course or its material, you should contact me via email to discuss the issues.

Announcements will be posted to this course whenever necessary. If there is any other information, I think is important, I will send it to your email address you have in Blackboard. If you primarily use another email account, you should make sure that the Blackboard account is linked to that address. It is your responsibility to ensure that your email accounts work properly in order to receive mail.

Please be sure that the email you check regularly is set in Blackboard:
- Click on the My USC tab along the top of the page in Blackboard
- In the Tools module, click on "Personal Information"
- Click on "Edit Personal Information"
- Scroll down to the listing for Email
- In the box will be listed what Blackboard has as your email address. If you wish to change it, delete the email address in the box and type in the email address you want to use.
- Click on the Submit button at the top or bottom of the page.

MODULE SCHEDULE
All course deadlines are listed in Eastern Time Zone. Blackboard will record all deadlines in this time zone. If you are in a different time zone, plan accordingly.

In order to complete all the module assignments, you will spend a total of approximately 145 hours of course-related activities using Blackboard, discussion boards and blogs, and reading and reflecting on the texts. For a list of daily responsibilities/deadlines, please refer to 'Course Schedule' and 'Time Schedule' on your Blackboard.

COURSE REQUIREMENTS
It is expected from all students to read assigned chapters and view PowerPoint videos.

Student Introduction
Please create a short paragraph (10-150 words) where you can introduce yourself to your classmates.

Syllabus quiz:
The quiz will be posted online on your blackboard. The quiz will cover main information based on the syllabus provided in this class.

Assignments:
Total of 6 assignments will be assigned but only **5 needs** to be **completed**. No extra credit offered for extra assignments completed. Assignments must be submitted on or before the due date prior to the class. The length of the assignments must be **300 words minimum** (but no more than 350). All assignments must be submitted via blackboard.

Exams:
A total of **3 exams** will be assigned with corresponding chapters. Examinations must be taken on assigned date.

Case studies/videos:
A total of **2 case** study videos will be assigned throughout the semester. The case studies must be completed by the assigned date. Students are required to watch the assigned case study videos and complete **500 words** response, answering 'Who, When, Where, Why it's important to our class, What have you learned, How has my understanding changes based on this research, etc.' **Please see guidelines** for each corresponding assignment. Your assignment must be uploaded to the blackboard.

Daily blog
A daily blog (which will correspond with the covered chapter) is required for your participation. In this blog, you will **post an article** (not a paragraph or sentence – that is not considered to be an article) that you have found that corresponds with the relevant topic (chapter). A good source of articles can be found on the Lodging Magazine website (http://lodgingmagazine.com/). In addition, you will be required to read one of your classmate posts and **comment** on that post (minimum of **20 words**). There is **6 daily blogs (chapters)** that need to be completed. Each blog needs to be at least 20 words long (but no more than 30) and is due the night prior to your test for that chapters.

Quizzes (Optional to the course):
A total of 6 quizzes will be available with corresponding chapters. Quizzes are **not a part of your grade** but will help you to prepare for your exams.

WRITTEN ASSIGNMENTS FORMATTING
All written assignments are required to be submitted using Microsoft Word. There are no exceptions to this rule. Documents should be proofread to avoid spelling and grammatical mistakes. Additionally, all written assignments will be evaluated based on "quality" and not simply "quantity." In addition, all written assignments should adhere to the following guidelines:

- Font: either Tahoma or Arial in 12 point (size);
- Accurate spelling and grammar.

PARTICIPATION STANDARDS:
It is expected that all students read the assigned material prior to completing assignments and making blackboard posts in the daily blog area. Student questions and discussions are encouraged on blackboard or via email.

Class attendance is one of the best predictors of student success. However, as this is an online-based course, traditional attendance is not applicable. It is highly encouraged that students **regularly sign into blackboard** to ensure that they are up to date on the assignments, announcements, and blackboard discussions. Class announcements will be posted on Blackboard throughout the course, updating students on upcoming assignments, deadlines, exams, and answering student questions.

TECHNOLOGY REQUIREMENTS:
Online lectures will be provided through Adobe Connect Professional. Therefore, you must have access to the Internet to view/hear lectures. No special software is required.

The PowerPoint lecture presentations, links to articles, assignments, quizzes, and rubrics are located on the Blackboard site for the course. To participate in learning activities and complete assignments, you will need:
- Access to a working computer that has a current operating system with updates installed, plus speakers or headphones to hear lecture presentations (transcripts provided);
- Reliable Internet access and a USC email account;
- A current Internet browser that is compatible with Blackboard (Google Chrome is the recommended browser for Blackboard);
- Microsoft Word as your word processing program; and
- Reliable data storage for your work, such as a USB drive or Office365 OneDrive cloud storage.

If your computer does not have Microsoft Word, Office 365 ProPlus package is available to you free of charge and allows you to install Word, Excel, PowerPoint, Outlook, OneNote, Publisher, and Access on up to 5 PCs or Macs and Office apps on other mobile devices including tablets. Office 365 also includes unlimited cloud storage on OneDrive. To download Office 365 ProPlus, log into your student (University) email through a web browser, choose Settings (top right corner), and select software. If you have further questions or need help with the software, please contact the Service Desk (https://www.sc.edu/about/offices_and_divisions/university_technology_services/support/service desk.php).

Minimal Technical Skills Needed
Minimal technical skills are needed in this course. All work in this course must be completed and submitted online through Blackboard. Therefore, you must have consistent and reliable access to a computer and the Internet. The minimal technical skills you have include the ability to:
- Organize and save electronic files;
- Use USC email and attached files;

- Check email and Blackboard daily;
- Download and upload documents;
- Locate information with a browser; and
- Use Blackboard.

LOCKDOWN BROWSER

This course requires the use of LockDown Browser for online exams. Watch this video to get a basic understanding of LockDown Browser: https://www.respondus.com/products/lockdown-browser/student-movie.shtml. Download and install LockDown Browser from this link: https://download.respondus.com/lockdown/download.php?id=943743695. Once Installed:

- Start LockDown Browser
- Log into Blackboard Learn
- Navigate to the test

Note: You won't be able to access tests with a standard web browser. If this is tried, an error message will indicate that the test requires the use of LockDown Browser. Simply start LockDown Browser and navigate back to the exam to continue.

When taking an online test, follow these guidelines:

- Select a location where you won't be interrupted.
- Before starting the test, know how much time is available for it, and also that you've allotted sufficient time to complete it.
- Turn off all mobile devices, phones, etc. and don't have them within reach.
- Clear your area of all external materials - books, papers, other computers, or devices
- Remain at your desk or workstation for the duration of the test
- LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted
- Several resources are available if you encounter problems with LockDown Browser:
- The Windows and Mac versions of LockDown Browser have a "Help Center" button located on the toolbar. Use the "System & Network Check" to troubleshoot issues. If an exam requires you to use a webcam, also run the "Webcam Check" from this area
- Respondus has a Knowledge Base available from support.respondus.com. Select the "Knowledge Base" link and then select "Respondus LockDown Browser" as the product. If your problem is with a webcam, select "Respondus Monitor" as your product
- If you're still unable to resolve a technical issue with LockDown Browser, go to support.respondus.com and select "Submit a Ticket". Provide detailed information about your problem and what steps you took to resolve it

TECHNICAL SUPPORT

If you have problems with your computer, technology, IT-related questions, support, including Blackboard, please contact the Division of Information Technology (DoIT) Service Desk at (803) 777-1800 or submit an online request through the Self-Service Portal (https://scprod.service-now.com/sp) or visit the Carolina Tech Zone (https://www.sc.edu/about/offices_and_divisions/university_technology_services/support/ctz.ph

p). The Service Desk is open Monday – Friday from 8:00 AM – 6:00 PM (Eastern Daylight Time). If you are located in the Columbia, SC area, the Thomas Cooper Library at USC has computers for you to use in case you encounter computer issues/problems. If you are not located in the Columbia, SC area, most regional campuses and public libraries have computers for public use.

GRADING CRITERIA:
Grading will be based on the following:

Student Introduction	20 point
Syllabus Quiz	20 points
Exam 1	150 points
Exam 2	150 points
Exam 3	150 points
Case studies/videos (2 @ 70 points each)	140 points
Assignments (5 @ 50 points each)	250 points
Daily blogs (6 @ 20 point)	120 points
TOTAL	1,000 points

GRADE DISTRIBUTION (in points):

A	=	900 points or above	=	90-100%		A
B+	=	870 – 899 points	=	87-89%		B+
B	=	800 – 869 points	=	80-86%		B
C+	=	770 – 799 points	=	77-79%		C+
C	=	700 – 769 points	=	70-76%		C
D+	=	670 – 699 points	=	67-69%		D+
D	=	600 – 669 points	=	60-66%		D
F	=	Below 599 points	=	Below 59.9%		F

DISABILITIES:
Student Disability Resource Center (http://www.sa.sc.edu/sds/): The Student Disability Resource Center (SDRC) empowers students to manage challenges and limitations imposed by disabilities. Students with disabilities are encouraged to contact me to discuss the logistics of any accommodations needed to fulfill course requirements (within the first week of the semester). In order to receive reasonable accommodations from me, you must be registered with the Student Disability Resource Center (1523 Greene Street, LeConte Room 112A, Columbia, SC 29208, 803-777-6142). Any student with a documented disability should contact the SDRC to make arrangements for appropriate accommodations.

STUDENT SUCCESS CENTER:
In partnership with USC faculty, the Student Success Center (SSC) offers a number of programs to assist you in better understanding your course material and to aid you on your path to success. SSC programs are facilitated by professional staff, graduate students, and trained undergraduate peer leaders who have previously excelled in their courses. Resources available to you in this course may include:

- Peer Tutoring: You can make a one-on-one appointment with a Peer Tutor (www.sc.edu/success). Drop-in Tutoring and Online Tutoring may also be available for this course. Visit their website for a full schedule of times, locations, and courses.
- Supplemental Instruction (SI): SI Leaders are assigned to specific sections of courses and hold three weekly study sessions. Sessions focus on the most difficult content being covered in class. The SI Session schedule is posted through the SSC website each week and will also be communicated in class by the SI Leader.
- Peer Writing: Improve your college-level writing skills by bringing writing assignments from any of your classes to a Peer Writing Tutor. Similar to Tutoring, you can visit the website to make an appointment, and to view the full schedule of available drop-in hours and locations.
- Success Consultations: In Success Consultations, SSC staff assist you in developing study skills, setting goals, and connecting to a variety of campus resources. Throughout the semester, I may communicate with the SSC via Success Connect, an online referral system, regarding your progress in the course. If contacted by the SSC, please schedule a Success Consultation. Success Connect referrals are not punitive and any information shared by me is confidential and subject to FERPA regulations.

SSC services are offered to all USC undergraduates at no additional cost. You are invited to call the Student Success Hotline at (803) 777-1000, visit the SSC website (www.sc.edu/success), or stop by the SSC in the Thomas Cooper Library on the Mezzanine Level to check schedules and make appointments.

WRITING CENTER
Writing Center (http://artsandsciences.sc.edu/write/university-writing-center)
This course has many of writing assignments. The University Writing Center is an important resource you should use! It's open to help any USC student needing assistance with a writing project at any stage of development. The main Writing Center is in Byrnes 703.

ACADEMIC DISHONESTY:
Students in this course should be familiar with the university policies on Academic Responsibility, the Honor Code and the Carolina Creed. The honor code may be found at this URL: http://www.housing.sc.edu/academicintegrity/honorcode.html.   The Carolina Creed may be found at http://www.sa.sc.edu/creed/. Violation of any of these policies, in particular any form of direct or indirect plagiarism will result in an "F" for that assignment and may lead to failure for the entire course. Students will also be subject to appropriate referral to the Office of Student Conduct for further action. It is the responsibility of the student to understand conditions that constitute a charge of plagiarism. Ignorance of plagiarism is not an excuse. Assignments or any graded element of the course must also be your own work. There is nothing wrong with seeking the assistance of other (in fact, helping each other to study for exams is highly recommended) for help in understanding concepts, principles, or methods, but simply obtaining answers for another person and turning them in as your own is unacceptable.

All assignments and papers for this course are subject to submission to "Safe Assign" at the instructor's request.

COURSE POLICIES AND PROCEDURES:

Academic Integrity

You are expected to practice the highest possible standards of academic integrity. Any deviation from this expectation will result in a minimum academic penalty of your failing the assignment and will result in additional disciplinary measures. This includes improper citation of sources, using another student's work, and any other form of academic misrepresentation. The first tenet of the Carolinian Creed is, "I will practice personal and academic integrity." Below are some websites for you to visit to learn more about University policies:

Carolinian Creed (http://www.sa.sc.edu/creed)

Academic Responsibility (http://www.sc.edu/policies/staf625.pdf)

Office of Student Conduct and Academic Integrity (https://www.sa.sc.edu/academicintegrity/)

Network Guidelines for Responsible Computing
(http://www.sc.edu/about/offices_and_divisions/university_technology_services/policies_proced ures/networkguideline.php)

Plagiarism

Using the words or ideas of another as if they were one's own is a serious form of academic dishonesty. If another person's complete sentence, syntax, key words, or the specific or unique ideas and information are used, one must give that person credit through proper citation.

Class Conduct/Netiquette

Professionalism will be expected at all times, but most especially with your interactions online. Because the university classroom is a place designed for the free exchange of ideas, we must show respect for one another in all circumstances. We will show respect for one another by exhibiting patience and courtesy in our exchanges. Appropriate language and restraint from verbal attacks upon those whose perspectives differ from your own is a minimum requirement. Courtesy and kindness is the norm for those who participate in my class.

Our discussion board is a way for you to share your ideas and learning with your colleagues in this class. We do this as colleagues in learning, and the Discussion Board is meant to be a safe and respectful environment for us to conduct these discussions.

Some Netiquette Rules:

• Treat one another with respect. It will be expected that we will not attack one another personally for holding different opinions.

• Do not use all CAPITAL LETTERS in emails or discussion board postings. This is considered "shouting" and is seen as impolite or aggressive.

• Begin emails with a proper salutation (Examples: Dr. Name; Ms. Name; Hello Professor Name; Good afternoon Mr. Name). Starting an email without a salutation or a simple "Hey" is not appropriate.

• When sending an email, please include a detailed subject line. Additionally, make sure you reference the course number (Ex. ENGL 287) in the message and sign the mail with your name.

• Use proper grammar, spelling, punctuation, and capitalization. Text messaging language is not acceptable.

• Use good taste when communicating. Profanity should be avoided.

• Re-Read, think, and edit your message before you click "Send/Submit/Post."

Please remember when posting to be respectful and courteous to your colleagues and limit your posts to discussions of this course and its assignments.

LATE WORK/MAKE UP POLICY
No late or make-up work is accepted. All assignments, quizzes, and exams are due by the deadline as posted on the course schedule. Please plan accordingly and complete these assignments in advance of their deadlines to ensure any unanticipated circumstances do not result in a missed assignment. User error does not qualify you for any kind of makeup or retake opportunity. Completing and submitting the assignments or quizzes responses by the due date is the sole responsibility of you. If you receive an incomplete score because of failure to submit the assignment or test by the due date, then your score for that assignment will be recorded as "zero."

If you are concerned about missing a deadline, you may want to do any of the following:
- Post your assignment the day before the deadline; or
- Begin quizzes as soon as they are made available online.

Be Careful: The clock on your computer may be different than the clock in Blackboard. If the clock is different by one second, you will be locked out of the assignment or quiz. Plan accordingly. I recommend that you submit your assignments, quizzes, and exams well before deadline.

INCOMPLETE GRADES
Incompletes will be granted only in accordance with university policy.

DIVERSITY AND INCLUSION
The university is committed to a campus environment that is inclusive, safe, and respectful for all persons, and one that fully embraces the Carolinian Creed. To that end, all course activities will be conducted in an atmosphere of friendly participation and interaction among colleagues, recognizing and appreciating the unique experiences, background, and point of view each student brings. You are expected at all times to apply the highest academic standards to this course and to treat others with dignity and respect.

Day	Date	Topic	To Do:	Due Date
1	12/27	Syllabus overview	Student Introduction	December 28 - midnight
2	12/28	Ch 1 – Introduction to the Lodging Industry	Syllabus Quiz Assignment 1 (Tourism Industry)	December 29 – midnight December 30 - midnight
3	12/29	Ch 2 – The structure of the Lodging Industry	Assignment 2 (Covid-19)	December 31 - midnight
4	12/30	Ch 3 – Guest service in the lodging industry	Discussion Blog 1 (Hotel Ownership)	January 2 - midnight
			Assignment 3 (Service)	January 2 - midnight
5	12/31	Ch 4 – Managing lodging operations	Assignment 4 (Leadership)	January 3 - midnight
6	1/3	Ch 5 – Staffing the lodging operations	Discussion Blog 2 (Staffing)	January 5 - midnight
			Test 1 (Chapters 1-5)	January 5 - midnight
7	1/4	Ch 6 – The front office department	Discussion Blog 3 (Front Desk & Covid)	January 6 - midnight
8	1/5	Ch 7 - The sales and marketing department	Case Study 1	January 7 - midnight
9	1/6	Ch 8 – The housekeeping department	Assignment 5 (Director of Housekeeping)	January 8 - midnight
			Discussion Blog 4 (Housekeeping & Covid)	January 8 - midnight
10	1/7	Ch 9 – The maintenance department	**Test 2 (Chapters 6-9)** Discussion Blog 5 (Engineering)	January 9- midnight January 9 - midnight
11	1/10	Ch 10 – Food service and meeting management in limited-service hotels		
12	1/11	Ch 11 – Food and Beverage operations: Full-service hotels	Discussion Blog 6 (FB & Covid)	January 13 – midnight
13	1/12	Ch 12 – Hotel Accounting	Case Study 2	January 14 - midnight
14	1/13 & 1/14	Ch 13 – Safety and Security	Assignment 6 (Safety & Security)	January 16 – midnight
			Test 3 (Chapters 10-13)	January 16 - midnight