

**COURSE APPROVAL DOCUMENT**  
Southeast Missouri State University

Department: Management

Course No. HM370

Title of Course: Advanced Lodging Operations

Date: 9/17/2018

Please check:

**New**

**Revision**

I. Catalog Description (Credit Hours of Course):

Introduction and overview of inventory management, revenue optimization strategies, hotel technology, specialty resort operations and cruise line operations. (3) credit hours.

II. Prerequisite(s): HM270 with a "C" or better

Co-requisite(s): N/A

III. Purposes or Objectives of the Course (optional):

A. To define and explore room inventory management and control.

B. To understand and predict customer choices in lodging.

C. To define and conceptualize financial control and information management in lodging facilities.

D. To investigate specialty resort operations and the cruise line industry and operations.

E. To define and conceptualize hotel technology systems.

F. To utilize established methods of forecasting, demand management and revenue management systems.

IV. Course Learning Outcomes (Minimum of 3):

A. Demonstrate an understanding of the inventory management and revenue optimization strategies.

B. Identify, define and explain the operational structure of the specialty resort and cruise industry.

C. Demonstrate an understanding of technology tools and global impact in the lodging industry.

V. Names of Faculty Qualified to Teach the Proposed Course:

A. Dr. Quantella Noto

VI. Course Content or Outline (Indicate number of class hours per unit or section):

A. Inventory Management	<u>Hours</u>
1. Forecasting and Occupancy Management	5
2. Room Mix Management	
B. Revenue Management	6
1. The Role of the Room Rate	
2. The Role of the Revenue Manager	
3. Room Rate Economics	
4. Web-Influenced Pricing Strategies	
5. ADR and RevPAR Management	
6. Distribution Channels	

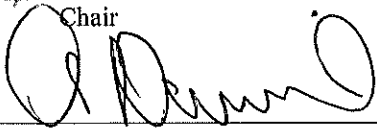
Hotel Technology	5
1. In-room Technology	
2. Understanding the Night Audit	
3. Property Security	
4. Data Mining Techniques	
C. Specialty Resorts	6
1. Major Factors Influencing Resort Development	
2. Theme and Activity-based Lodging	
3. Residential and Mix-use Properties	
D. Cruise Industry	6
1. Introduction to the Cruise Experience	
2. Cruise Destinations	
3. Managing the Hotel Department	
4. Marketing the Cruise Product	
5. Health, Safety and Security	
E. Guest Services	6
1. Introduction to Customer Demand Management	
2. Guiding the Guest Experience	
3. Motivating Staff to Provide Outstanding Service	
4. Continuous Quality Improvement	
5. Effective Service Recovery	
6. The Ritz-Carlton Gold Standard	
F. Hospitality Facilities Management	5
1. Property Operations	
2. Property Security	
3. Introduction to Asset Management	
G. Case Studies in the Lodging Industry	6
<u>Total</u>	<u>45</u>

**Attach the following:**

- copy of example class syllabus and course schedule.
- memo from Library Dean assessing available and needed library holdings and resources.
- memo(s) from Department Chairs in affected departments stating possible issues and/or conflicts are resolved.

Signature: 

Date: 11/14/18

Signature: 

Date: 11/14/18

Chair

Dean

**HM 370**  
**Course Syllabus**  
**Fall 2019**

**Department:** Management

**Course No.:** HM 370

**Title of Course:** Advanced Lodging Operations  
TBD  
Classroom: TBD

**Instructor:** Quantella Noto, Ed.D, CHE  
Associate Professor / Director  
Dempster 265 – Phone: 573-986-6856  
E-mail: qnoto@semo.edu  
Office Hours: TBD

**I. Catalog Description and Credit Hours of Course:**

Introduction and overview of inventory management, revenue optimization strategies, hotel technology, specialty resort operations and cruise line operations. (3) credit hours.

**II. Prerequisites(s):** HM270 with a “C” or better.

**Co-requisites(s):** N/A

**III. Purpose and Objectives of the Course:**

A. To define and explore room inventory management and control.

B. To understand and predict customer choices in lodging.

C. To define and conceptualize financial control and information management in lodging facilities.

D. To investigate specialty resort operations and the cruise line industry and operations.

E. To define and conceptualize hotel technology systems.

F. To utilize established methods of forecasting, demand management and revenue management systems.

**IV. Student Learning Outcomes:**

A. Demonstrate an understanding of the inventory management and revenue optimization strategies.

B. Identify, define and explain the operational structure of the specialty resort and cruise industry.

C. Demonstrate an understanding of technology tools and global impact in the lodging industry.

**V. Jane Stephens Honors Program**

Are you in the Jane Stephens Honors Program and interested in creating an honors contract? I am an Honors Faculty member and would be more than happy to work with you this semester. Please contact me the first two weeks of class through email, office hours or set up an appointment. <http://www.semo.edu/honors/>

## VI. Expectations of Students and Classroom Policies:

- A. You are expected to bring your textbook and all class related materials to each session and read all assigned readings **prior** to class.
- B. You are expected to participate in each session and reading in advance will help you prepare for discussion and questions.
- C. **Extensive reading is required for this course.** Additional reading will be required regularly.
- D. You are expected to be prepared to discuss all reading material, participate in classroom assignments and group activities, and to arrive to class on time and regularly.
- E. Excessive tardiness and absence will result in a lower grade.
- F. Cell phone use is prohibited in class unless authorized for academic purposes. Using your cell phone for purposes other than those related to the course should be done on your own time, not during class. You will be asked to leave the classroom if observed using electronic devices inappropriately. If you need to make/accept a call, please do so outside of the classroom.
- G. Communication processes:
  - Under most circumstances, face-to-face communication provides for the most efficient exchange of information. Please don't be afraid to ask important questions in class – your fellow students may have the same questions. Someone has to go first. ☺
  - Regarding emails: Please expect 24 hours for a response from email requests. Make sure e-mail communication is in a professional format: use the subject line, correct salutation, grammar, and punctuation. Though email communication is convenient and useful for some items, when possible please talk to me directly about important issues, questions or concerns.
  - **You student ID is required to access any academic information. Please make sure that your student ID accompanies all emails. Adding it to your signature line is most convenient. I cannot guarantee a prompt response to emails that do not meet the required format.**
  - E-mails that are extensive in length (2-3 paragraphs) indicates we should have a conversation. Please arrange to meet to discuss subjects that require intensive discussion. Don't hesitate to visit me during my office hours or request an appointment.

H. Make sure you receive any missed notes from a classmate that are not posted on Moodle. All of the lectures will not be in PowerPoint or from the textbook – additional sources will be used. Missed classroom notes are not available from the instructor.

I. Assignments:

- In-class assignments cannot be made up.
- Pop quizzes can be expected.
- Assignment turn in methods will vary so note how, and when, an assignment is due.
- Late assignments are rarely accepted. If you would like to negotiate a grade for a late assignment it must be presented in person for consideration with a thorough, and honest, explanation of the reason that the assignment could not be turned in on the due date. Late assignments left without discussion will be returned without a grade and can't be resubmitted.
- Assignments are not accepted via e-mail unless previously discussed and approved. E-mail submissions must follow the same guidelines as in-class submission.

J. Extra credit work is not available to improve your grade. ☹

**K. The syllabus will change. It always does. Each semester is different. Consider it fluid so please stay flexible. Attending class regularly and keeping abreast of changes will help you get the most out of the course and the possibility of the best grades.**

## VII. Tips for Course Success

- Read ahead! Review the chapters and related materials prior to class. You should come to class with an understanding of the topic for discussion that day. Taking thorough notes is strongly suggested – all class discussions are exam / quiz material.
- Ask questions! If you need clarity on a topic or term, don't hesitate to ask in class.
- Retaining the information is extremely important. The information that you are learning is for long-term retention, not just for an exam.
- The approach to learning in this course is “continuous and transformational” not “episodic and transactional.” ☺
- Know the terminology! There are terms, acronyms, phrases and concepts specific to the hospitality industry. You will need to learn the “language” of business and the hospitality industry to have a successful career. Employers even expect you to know the language when applying for internships.
- Read about the industry on a regular basis. Follow the trends, developments and challenges in the industry, specifically the area that is of most interest to you, on a regular basis. Stay abreast of international, national, and local news and stories – many other industries and environments impact the hospitality industry in direct and indirect ways.
- Participate! Sitting in the class for an entire semester without engaging will not be beneficial to your grade or your overall progress in the course.

- Procrastination is your enemy. Planning and time management is your friend ☺
- Come to each class prepared and ready to learn. Missing classes because you think there's nothing to learn that day will not benefit you. All class discussions are valid quiz/exam material. The syllabus is a moving target and I reserve the right to change the subject matter on any given day based upon changing events or how the class is progressing overall.
- Reminder: All hospitality courses must be passed with a "C" or better. A "D" is a failing grade.

## VIII. Academic Honesty

Evidence of academic dishonesty, as defined by the Southeast Missouri State Bulletin, will result in a grade of "F" for the work in question. "Academic dishonesty" is defined to include those acts that would deceive, cheat or defraud so as to promote or enhance one's scholastic record. Knowingly or actively assisting any person in the commission of the above-mentioned act is also academic dishonesty. Violations of academic honesty represent a serious breach of discipline and may be considered grounds for disciplinary action, including dismissal from the university. "Cheating" includes using or relying on the work of someone else in an inappropriate manner. Cheating includes, but is not limited to, those activities where a student:

1. Obtains or attempts to obtain unauthorized knowledge of an examination's contents prior to the time of that examination;
2. Copies another student's work or intentionally allows others to copy assignments, examinations, source codes or designs;
3. Works in a group when she/he has been told to work individually;
4. Uses unauthorized reference material during an examination; or
5. Have someone else take an examination or takes the examination for another.

"Plagiarism" is the act of passing someone else's work off as one's own. In addition, plagiarism is defined as using the essential style and manner of expression of a source as if it were one's own. Violations of academic dishonesty, or plagiarism, include:

1. Presenting the exact words of a source without quotation marks;
2. Using another student's computer source code or algorithm or copying a laboratory report; or
3. Presenting information, images, judgments, ideas, or facts summarized from a source without giving credit.

Code of Student Conduct: <http://www.semo.edu/stuconduct/>

### Civility and Harassment

A major determinant of a successful educational experience is a shared sense of respect among and between students and instructor. Thus, we will create and maintain a climate of mutual respect and refrain from disorderly conduct, verbal abuse, threats, intimidation, harassment or other forms of indignity.

## VPN (Virtual Private Network)

Using a VPN or other software modifying the reporting of a computer's physical location to complete assignments online violates this class's policies. Such assignments will receive a zero grade.

## IX. Required Textbooks

Sturman, Corgel and Verman. (2011). *The Cornell School of Hotel Administration on Hospitality: Cutting Edge Thinking and Practice*. Wiley & Sons, Hoboken, N.J.

### Additional Sources Used:

Sandoval-Strausz, A.K. (2007). *Hotel: An American History*. New Haven, CT: Yale University Press

Hayes, D. & Miller, A. (2011). *Revenue Management for the Hospitality Industry*. John Wiley & Sons: Hoboken, N.J.

Michelli, J (2008). *The New Gold Standard: 5 Leadership Principles for Creating A Legendary Customer Experience of The Ritz-Carlton Hotel Company*. McGraw Hill.

## X. Course Content and Outline – Fall 2019

Date	Topics and Assignments
Week 1	Course Overview
Week 2	Introduction to Inventory Management
Week 3	Forecasting and Room Mix Management
Week 4	Revenue Management – The Role of the Room Rate
Week 5	Revenue Management Cont'd.
Week 6	Web-Influenced Pricing Strategies and Distribution Channels
Week 7	Hotel Technology
Week 8	Property Security
Week 9	Specialty Resorts
Week 10	The Cruise Industry – An Introduction
Week 11	Managing and Marketing the Cruise Product
Week 12	Guest Services – An Introduction to Demand Management
Week 13	Guest Services – Cont'd.
Week 14	<i>Thanksgiving Break</i>
Week 15	Hospitality Facilities Management
Week 16	<b>Case Studies in the Lodging Industry</b>

Week 17	<b>Final Exam</b>
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- **Course outline is tentative. Instructor reserves the right to make changes as needed.**
- **Additional projects & homework may be assigned on dates other than those listed**

**XI. Evaluation:**

Final Exam & Quizzes	50%
Assignments & Projects	50%
<b>Total</b>	<b>100%</b>

**Grading Scale (%):**

100-90	A
89-80	B
79-70	C
69-60	D
59<	F

The weights of evaluation criteria may vary at the discretion of the course instructor.

**XII. Student with Disabilities Statement:**

If a student has a special need addressed by the Americans with Disabilities Act (ADA) and requires materials in an alternative format, please notify the instructor at the beginning of the course. Reasonable efforts will be made to accommodate special needs. Refer to: <http://www.semo.edu/ds/>

**XIII. Academic Integrity Statement**

Questions, comments or requests regarding this course or program should be taken to your instructor. Unanswered questions or unresolved issues involving the class may be taken to Dr. Kevin Dickson, Management Department Chair, DH260.