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Spring 1-2016

HTR 201.50: Hotel Management and Operations

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THE UNIVERSITY OF MONTANA—MISSOULA
MISSOULA COLLEGE
BUSINESS TECHNOLOGY DEPARTMENT

COURSE SYLLABUS

COURSE NUMBER AND TITLE: HTR 201-S16-Elliott
Hotel Management and Operations

DATE REVISED: Spring 2016

SEMESTER CREDITS: 3

PREREQUISITES: None

FACULTY: Aimee Elliott, CCC

E-Mail: aimee.elliott@umontana.edu

Phone: 243-7880 (office), 243-7815 (kitchen)

Office: GH5

Office Hours: Mondays, 2pm – 3pm; or by appointment

COURSE DESCRIPTION: This course provides the details on the different management responsibilities within lodging operations. Students receive instruction on the responsibilities and requirements of management in the areas of front desk management, security and maintenance, housekeeping, administration, and food and beverage. The course also gives insight on opening a hotel, daily operation needs, marketing and sales, and financial management.

STUDENT PERFORMANCE OUTCOMES:

Occupational Performance Objectives

Upon completion of this course, the student will be able to:

1. Discuss and describe appropriate terminology used in the hospitality management and operations.
2. Understand the various roles that a hospitality manager serves.
3. Describe the developmental process for opening a hotel including asset management and feasibility studies.
4. Understand the science of opening a hotel including economic factors and financial restrictions.
5. Understand the tools of pricing for customers.
6. Describe the importance of spa services in the lodging industry and revenue management.
7. Describe the organizational design of a hotel and illustrate the necessary structure for the organization.
8. Understand the responsibilities of the General Manager.
9. Describe the Hotel Competencies Model
10. Understand the responsibilities and duties of the Front Desk Manager.
11. Describe revenue management in regards to reservations and establishing average daily rates.
12. Have a firm understanding on the history of revenue management and current forecasts for the hotel industry on how to control revenue for the future.

13. Understand the responsibilities and duties of the Concierge.
14. Understand the responsibilities and duties of the Housekeeping Manager.
15. Understand plant management and engineering responsibilities and the relationship to front-of-the-house and customer satisfaction.
16. List the challenges of security for the lodging industry in the 21st century and precautions that are taking place to protect staff and guests alike.
17. Understand legal issues involved with the lodging industry.
18. Describe the relationship between the hotel and food and beverage department and profit margins.
19. Understand the responsibilities and duties of the Food and Beverage Director.
20. Describe the importance of catering and room service for hotel operations.
21. Understand the responsibilities and duties of the Catering Sales Manager.
22. Understand the responsibilities and duties of the Marketing Sales Manager
23. Describe what marketing and sales management is and its importance to the organization.
24. Understand the responsibilities and duties of the Controller.
25. Describe the current practices in budgeting and forecasting in the lodging industry.
26. Describe the importance for data mining in regards to accounting practices, customer service, and daily operations.
27. Understand the responsibilities and duties of the Human Resources Manager.
28. Describe the operational role in employment satisfaction and how training, continuing education, company culture play a role in longevity.

STUDENT PERFORMANCE ASSESSMENT METHODS AND GRADING PROCEDURES: **Production and Testing**

1. Students will be assessed based on coursework, and tests. Due to the online nature of this course, it is the student's responsibility to stay on task and complete assignments in a timely manner with little reminder as to due dates. Online courses require students to be responsible with their own time management and course outcomes. If there are questions, it is the student's responsibility to contact the instructor in a timely manner.
2. The quiz schedule and dates are included in the weekly schedule posted in introductory content area of Moodle shell. Quizzes will be written and given during a one week period. Grading will take place immediately after the quiz is complete. Makeup for a missed test is not offered unless faculty is notified and guidelines are identified for the individual situation before each test. Students may be able to make up a missed test for emergency situations such as sickness or required work activities, but must submit documented excused absences such as a Doctor note identifying excused dates or mandatory work related travel dates in a timely manner.
3. Due to the online nature of the course, grading will happen within a week of submitting your assignment. If an assignment is late, it will still be accepted, but in the following grading scale:
 - a. Within one week: students cannot receive more than 85%.
 - b. Two weeks late: students cannot receive more than 75%.
 - c. Three weeks late: students cannot receive more than 50%.

d. After three weeks late: work will not be accepted for a grade.

It is also the student's responsibility to let the instructor know if the assignment was submitted late, as the instructor will not be checking drop-boxes after the assigned deadline.

4. Familiarity with Moodle (or review of Moodle tutorial), basic computer mouse and keyboarding skill recommended.

Grading Scale:

90 - 100 A

80 - 89 B

70 - 79 C

60 - 69 D

Evaluation Criteria:

Case Studies: 10 pts each; 40 pts total

Mid-Term Exam: 15 pts

Final Exam: 20 pts

Final Project: 25 pts

Total: 100 pts

ACADEMIC INTEGRITY:

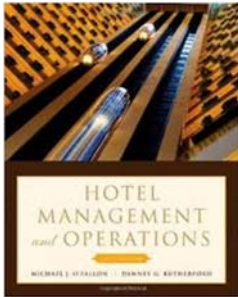
All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. All students need to be familiar with the Student Conduct Code. The Code is available for review online at http://life.umt.edu/vpsa/student_conduct.php.

DISABILITY ACCOMMODATION:

Eligible students with disabilities will receive appropriate accommodations in this course when requested in a timely way. Please contact me after class or in my office. Please be prepared to provide a letter from your DSS Coordinator. For more information, visit the Disability Services website at <http://www.umt.edu/dss/> or call 406.243.2243 (Voice/Text) or <http://www.umt.edu/dss>.

REQUIRED TEXTBOOK:

O'Fallon, M.J., Rutherford, D.G., Hotel Management and Operations, Fifth Edition, (2011). Wiley and Sons. (ISBN: 978-0-470-17714-3)



SUPPLIES: A USB jump drive is recommended for backing up student data and for file management project.

COURSE CALENDAR: Please see the Moodle shell for course assignments and due dates. Exam dates and project information are also detailed on the Moodle shell.