



**Arkansas Tech University**  
**Department of Parks, Recreation and Hospitality Administration**  
**HA 4073 Hospitality Financial Analysis**  
**Fall 2013**

**Hospitality Administration Mission Statement**

The mission of the Hospitality Administration Program is to provide quality education in hospitality administration, build a foundation for professional growth and development and encourage lifelong learning. The Hospitality Administration Program is committed to:

- Community Service
- Personal and Professional development
- Embracing Diversity
- Lifelong Learning
- Life/Work Balance
- Communication
- Problem Solving
- Harmony

**Catalog Description:** HA 4073 Hospitality Financial Analysis

Prerequisites: ACCT 2003 and ACCT 2013, Accounting principles and procedures for the Hospitality Industry as an aid in management planning, decision making and control, financial statements, statement analysis, flow of funds, cash analysis, accounting concepts, cost accounting budgets, capital expenditures, and pricing decisions.

**Class Times:** Tuesday & Thursday 11:00 am – 12:20 pm

**Location of Class:** Williamson Hall 125

**Instructor:** Dong-Soo Lee, Ph.D. 479-968-0607 / dlee13@atu.edu

**Office hours:** Monday & Wednesday 8:00 am – 12:00 pm  
Thursday 9:00 am – 11:00 am

**Required Textbook and Materials:**

- Class PowerPoint and other materials / 3-ring binder
- Calculator: You must have your own calculator. No sharing is allowed. Any other electronic device (smart phone, iPods or other) is not allowed.
- Six Column Ledger Paper

**Course Format:** Classroom procedure for this class may include all of the following formats: lectures, discussions, group assignments, class demonstrations, student demonstrations, and PowerPoint presentations

## EVALUATION AND GRADING

### Methods of Evaluation:

4 Exams @ 100 points	400 points
Quizzes & Homework	200 points
1 Project	100 points
Attendance	<u>100 points</u>
<b>Total Points</b>	<b>800 points</b>

### Grading Scale:

A = 90% and above	720 points to 800
B = 80-89%	640 points to 719
C = 70-79%	560 points to 639
D = 60-69%	480 points to 559
F = 59% or below	479 points and below

### Exams (4 Exams @ 100 points = 400 Points)

There will be 4 exams worth 100 points given in this course. Final exam will not be a comprehensive exam. They will be taken from discussion and lecture. The exams will include: multiple choice, true/false, fill-in-the-blank, short answer or calculation. **NO MAKE-UP EXAM** will be allowed unless you have the instructor's prior permission. Total available points will be 400.

### In Class Quizzes and Homework (200 Points)

There will be quizzes and homework in each class. Quizzes constitute 10% of the final grade. Each quiz will be graded over 10 points and total points will be converted to a percentage over 10%. Homework constitutes 10% of the final grade and each will be graded over 10 points and total points will be converted to a percentage over 10%. **Late submission ("Quiz" and "Homework") will not be accepted.**

### 1 Project (100 Points)

Details about the case study will be announced during the course. The case study will be an individual or group (maximum 3 students) assignment. The case study constitutes 20% of the final grade.

### Attendance (100 Points)

Attendance is very important in this class. Class will begin promptly at the designated time and regular and punctual class attendance is expected. Your attendance will be checked at the beginning of the class. Students missing more than 4 classes without a reasonable excuse will receive zero attendance points. Students missing 30% of class sessions will automatically be given an "F" regardless of class performance. Students should contact the instructor if they need to miss any classes and should provide a reasonable excuse. Reasonable excuses include: family emergency, illness, and a serious personal problem. If you leave classroom early without any notice, your attendance point will not be credited. You must notify the instructor in advance.

### Bonus Points

It may be provided by the instructor depending on class procedures.

## CLASS POLICIES

### Field Trips

It is Arkansas Tech University policy that students are NOT required to attend field trips. However, in lieu of the field trip, a substitute project/paper may be required to be completed by the student not attending the field trip.

### Field Trip Etiquette

I expect you to dress in a professional manner and carry yourself as professionals. No shorts or tank tops will be accepted. Shoes must be cleaned and polished. You are representing Arkansas Tech University, our Department and yourself.

**Course Requirements:** The following are course requirements for Hospitality Financial Analysis:

- Read assigned materials for comprehension before class.
- Complete your assignments as required in a timely manner. **NO LATE WORK WILL BE ACCEPTED!**
- Take an active part in class, listen, ask questions; offer opinions, the more you put into this class the more you will get out of it.
- Completion of four (4) exams over all materials covered in class as well as assigned readings and/or homework. You will also be required to do a special project analyzing the financial statements of a hospitality organization. Students are required to take the exams at the designated time and will only be allowed make-up exams with a written medical or judicial excuse. If such a situation should occur, the instructor must be notified prior to the exam.
- Please turn cell phones to VIBRATE or SILENT-phones are a great tool for communication, but within a class environment, it is extremely disrespectful to me and your peers to have your phones ring during class time. Please do not text during lecture or group work.

### Special Needs

Anyone who has special needs or considerations to assist in learning or test taking should speak with the instructor privately so that adjustments may be made. This should be done within the first two weeks of classes or as soon as the need arises. Students with special needs must register with the Disability Coordinator/University Testing Center (Doc Bryan, Suite 171 / [www.atu.edu/disabilities](http://www.atu.edu/disabilities)) at 479-968-0302 or Liz Davis-Means ([emeans@atu.edu](mailto:emeans@atu.edu)) / Kimberlee Mealy ([kmealy@atu.edu](mailto:kmealy@atu.edu)), Coordinator of Disability Service.

**Regulations and Procedures:** 2013 – 2014 Arkansas Tech University Undergraduate Catalog; page 87.

### Academic Dishonesty

In addition to taking reasonable steps to discourage cheating, the faculty must accept a responsibility to clarify and interpret for the students matters of dishonesty, such as cheating or plagiarism. If an occurrence of academic dishonesty is detected, the instructor should refer to the “Student Academic Conduct Policies” outlined in both the Student Handbook and the Faculty Handbook for the appropriate procedures. The policies also outline procedures to appeal a charge of academic dishonesty if the student feels the charge was inappropriate.

### **Academic Misconduct**

The faculty must also accept a responsibility to clarify and interpret for the students matters of academic misconduct which concerns the student's classroom behavior. For example, students may disrupt the learning environment in a classroom through inappropriate behavior, such as, talking to students, unnecessary interruptions, attempting to monopolize the professor's attention, or being chronically late to class. Misconduct also covers verbal or nonverbal harassment and/or threats in relation to classes. Student behavior should not infringe on the rights of other students or faculty during a class.

If an occurrence of academic misconduct is detected, the instructor should refer to "Student Academic Conduct Policies" outlined in both the Student Handbook and the Faculty Handbook for the appropriate procedures. The policies also outline procedures to appeal a charge of academic misconduct if the student feels the charge was inappropriate.

Involvement in such activities as conspiracy or breaking and entering is to be reported to the Vice President for Student Services for appropriate action through regular University disciplinary channels.

### **ATU Attendance Policy**

Regular class attendance is considered essential if students are to receive maximum benefit from any course. Control of class attendance is vested in the teacher, who has the responsibility of defining early in each course his/her standards and procedures. A student accumulating an excessive number of unjustifiable absences in a course may be dropped from the course by the instructor with a grade of "FE." A student who is dropped from three courses in a semester for unsatisfactory class attendance may be immediately suspended.

### **Your Role as a Student**

I request that you not come in late as it is disruptive to me as well as your peers. If you leave class before time is up and have not informed me, I will count it as an absence. Discussions will be held periodically in class and I encourage all to participate. However, I will not tolerate inappropriate language including negative terms regarding ones ethnicity, gender, sexual preference or physical difference. I will expect you to keep up with the readings, assignments, quizzes and test dates. In return for your cooperation, I will treat you with mutual respect, try to help and encourage you in any way possible and together we can have a wonderful semester!! Welcome to the Hospitality Industry!!!

### **E-Mail**

In the "Enter Subject" part, please write course no. and your full name.

### **Disclaimer**

The instructor reserves the right to amend or revise the course outline at any time during the semester. Any change will be announced in class. It is students' responsibility to clarify the issue about the changes with the instructor.

## Schedule & Content

Date		Topics	Chapters
8/29	Th	Syllabus and Exercise	
9/3	T	Hospitality Accounting in Action	1
9/5	Th	Accounting Principles	2
9/10	T	The Recording Process	3
9/12	Th	The Recording Process	3
9/17	T	Review	1-3
<b>9/19</b>	<b>Th</b>	<b><u>No Class – AHA Convention &amp; Trade Show</u></b>	
9/24	T	<b><u>Exam 1</u></b>	<b><u>1-3</u></b>
9/26	Th	Adjusting the Accounts	4
10/1	T	Adjusting the Accounts	4
10/3	Th	Completion of the Accounting Cycle	5
10/8	T	Financial Statements	6
10/10	Th	Review	4-6
10/15	T	<b><u>Exam 2</u></b>	<b><u>4-6</u></b>
10/17	Th	Income Statement Analysis	7
10/22	T	Income Statement Analysis	7
10/24	Th	Balance Sheet Analysis	8
10/29	T	Balance Sheet Analysis	8
10/31	Th	Ratio Analysis	9
11/5	T	Ratio Analysis	9
11/7	Th	<b><u>Exam 3</u></b>	<b><u>7-9</u></b>
11/12	T	Cost Concepts	10
11/14	Th	Sales Concepts	11
11/19	T	Breakeven Analysis	12
11/21	Th	Budgeting	13
11/26	T	Variance Analysis & <b><u>Project Due</u></b>	14
11/28	Th	No Class – Thanksgiving	
12/3	T	Inventory Costing	15
12/5	Th	Review	
12/16	M	<b><u>Final Exam (10:30 am – 12:30 pm)</u></b>	<b><u>10-15</u></b>

*Note: Schedule is subject to change.*