



**Department of Parks, Recreation and Hospitality
Administration
HA 4243 Advanced Lodging Operations Management
Fall 2014**

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.

Program Learning Outcomes

At the conclusion of the program, students will be able to:

1. Exhibit professional hospitality administration knowledge, skills, and abilities.
2. Execute core management concepts in the areas of hospitality accounting, finance, human resources, marketing, operations, and technology.
3. Describe the fundamental principles of leadership and demonstrate successful leadership skills.
4. Utilize critical thinking, problem solving, written and oral communication, and investigative skills specific to hospitality administration.
5. Apply experiential learning experiences acquired through courses, work experience, and internship to become a successful professional.
6. Demonstrate best practices to meet ever changing guest needs and expectations.

Lodging and Club Management Emphasis Learning Outcomes

At the conclusion of the program, students will be able to:

1. Understand and analyze the functions of lodging and club operations.
2. Distinguish guest needs specific to operational settings.

"Students teach each other and instructors as well. Every class can be a unique creation of its members---a tapestry woven out of the strands that students and instructor represent and the new patterns they create in interaction" (Bennet, 2000).

Instructor: Susan West
106 Williamson
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Office Hours: Tuesday 9:00 am - Noon
Thursday 9:00 am - 4:00 pm
**or by appointment

Class Times: Monday 2:30 pm - 5:20 pm **as well as overnight fieldtrips

Location of Class: 201

Required Text:

Saving the St. George by Greg Plank-ISBN 9780866123327
Hotel by Sandoval-Strausz, A. K. - ISBN: 9780300106169
Attached Additional Reading Assignments as listed

Catalog Description: Prerequisites HA 3143, co-req HA 4113. An in-depth study of hotel and lodging operations management. The analysis of competitive strategies, financial procedures, leadership styles, teamwork, technology and creativity in the hotel and lodging industry.

Learning Outcomes and Artifact:

HA Course	HA Course Title	Learning Outcomes	Performance Measures
HA 4243	Advanced Lodging Operations	<i>Evaluate</i> lodging industry theory relative to factors in "real world" business	Report/Fieldtrips
		<i>Assess</i> legal terms relative to the lodging industry	Case study/Essay Exams

Academic Honesty

Cheating will not be tolerated in this course.

Any student caught cheating or plagiarizing someone else's work on a test or assignment will be given an "F" for the work. Students may be asked to provide proof of original work if there is a question of cheating or plagiarism.

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."

Classroom Procedure: Classroom procedure for this class may include all of the following formats: lectures, discussions, group assignments, class demonstrations, student demonstrations, PowerPoint presentations, outside readings, field trips, and/or guest speakers. You will be required to contribute to discussions!

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. The instructor will determine the length of the paper and the topic of the paper.

Field Trip Etiquette: The instructor expects you to dress in a professional manner. No shorts or tank tops will be accepted. Shoes must be cleaned and polished. **You are representing Arkansas Tech University, the Hospitality Department and yourself.** You only get one chance to make a good first impression.

Course Requirements: The following are course requirements for Advanced Lodging Operations Management:

- Attendance and participation in each class lecture and fieldtrips.
- Completion of all assignments in a timely manner. All late homework will decrease in value by 10% each day the assignment is late.
- Completion of TWO comprehensive exams and over all materials covered in class as well as assigned readings. You are required to take exams at the designated time and will only be allowed make-up exam with a written medical or judicial excuse. If such a situation should occur, the instructor must be notified prior to the exam. You will also be responsible for the timely completion of outside lab activities.
- No food or beverage consumption during lectures (unless you share with me).
- Participation in Arkansas Hospitality Association Trade Show September 17th 2014 from 1:00-3:00 PM.

Exams: There will be two comprehensive exams for this course. They will be in depth analysis taken from the readings throughout the semester. **200 points**

Attendance of AHA Trade show on September 17th 2014

GM Roundtable- You are NOT allowed to walk around trade show until you have checked with me and I have given you instructions! We have been invited by General Managers from all over the state to participate in this event! **200 points**

Take Your Breath Away Theme Project: Current trends include theming hotels. You will work alone to create a "story" about an imaginary hotel YOU create. I will give you information regarding this concept throughout the semester. You will present this idea in class. You do not have to design a story-board or a model, unless you prefer. I will leave those details to you! Requirements include:

- A back-story
- Use of storyboard (how you came up with the idea)
- Dress in appropriate sync with your idea
- Elimination of cues that would distract from a guest experience

For your presentation, you will have to convince your peers, as well as me that your hotel is unique and themed. You may present through PowerPoint, role play, film, however you would like—this is an opportunity to pretend someone gave you the money to create a Take Your Breath Away experience for your hotel guests. Worth **400 points**

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NOTICE: As this class only meets ONCE a week, if you miss the class before a fieldtrip, due to any other reason than medical or judicial, you will NOT be allowed to attend the trip with the rest of the class!!!

Methods of Evaluation:

2 Exams @ 100 points	=200 points
Field Reports from trips	=600 points
Take Your Breath Away Project	=400 points
ACTIVE class discussions/assignments	=200 points
AHA Trade Show	=200 points
Total Points	=1600 points

Grading Scale: A = 90% and above
 B = 80-89%
 C = 70-79%
 D = 60-69%
 F = 59% and below

****Schedule- SUBJECT TO CHANGE—CURRENT as of September 8th, 2014**

Monday September 1	HOLIDAY NO CLASS***
Monday September 8	Welcome and Expectations
Monday September 15	NO CLASS-AHA TRADE SHOW PARTICIPATION FOR HOSPITALITY GAMES On Wednesday SEPTEMBER 17th
Monday September 22	Class
Monday September 28	Fieldtrip
Monday October 6	Class
Monday October 13	Class
Monday October 20	Fieldtrip to Capital Hotel
Monday October 27	Class
Monday November 3	Fieldtrip
Monday November 10	Class
Monday November 17	Fieldtrip
Monday November 24	Fieldtrip
Monday December 1	CLASS-Presentations
Final December 15 th	FINAL 1:00 PM until 3:00 PM
December 20	Graduation

Week By Week Breakout

- Week 1 Introduction: Page 1-9
READINGS:
1) Marriott India: Managing Its Hospitality through Gearing Service Quality
<http://libcatalog.atu.edu:2087/ehost/pdfviewer/pdfviewer?vid=1&sid=307d3506-0c6a-4a03-90dd-232d86fc1965%40sessionmgr4003&hid=4214>
- Week 2 BUILDINGS AND SYSTEMS
Part One A Public House for a New Republic Pages 11-44
READINGS
1) Conflict, Tolerance and Hospitality from The Philosopher Volume #2 accessed from: <http://www.the-philosopher.co.uk/conflict.htm>
2) Third Definitive Article for a Perpetual Peace accessed from:
<http://www.mtholyoke.edu/acad/intrel/kant/kant1.htm>
- Week 3 Part Two The American Hotel Comes of Age, 1825-1840
Pages 45-74
- Week 4 Part Three Assembling a Transcontinental Accommodation
Pages 75-109
READINGS
1) Catering to Railroad Travelers in Early Texarkana
<http://libcatalog.atu.edu:2087/ehost/pdfviewer/pdfviewer?vid=9&sid=307d3506-0c6a-4a03-90dd-232d86fc1965%40sessionmgr4003&hid=4214>
- Week 5 Part Four Imperial Hotels and Hotel Empires
Pages 110-135
Part Five The House of Strangers pages 142-185
- Week 7 Part Six The Law of Hospitality pages 186-202
- Week 8 Part Seven Unruly Guests and Anxious Hosts pages 203-227

- Week 9 *A Nation of Hosts and Guests*
Part Eight pages 229-262
- Week 10 Part Nine *Homes for a World of Strangers* pages 263-283
READINGS
1) Even Cookie Cutter Hotels need an Update
<http://www.roomschronicle.com/article-734a-even-cookie-cutters-need-rooms-for-upgrades/>
- Week 11 Part Ten *Accommodating Jim Crow* pages 284-311
- Week 12 CONCLUSION pages 312-316
Saving The St. George Chapter 1 thru 10
- Week 13 *Saving the St George* Chapter 10-20
- Week 14 *Saving the St George* Chapter 21-40