PROPOSAL FOR COURSE CHANGE

To: Curriculum Committee

From: Parks, Recreation and Hospitality Administration (PRHA)

Date submitted: January 30, 2008

Request for: Course addition

Submitted by: Theresa Herrick

Approved by: Department Head: _____

Dean of School: _____

Reviewed by: Registrar: _____ 3/3/08

Vice President: _____

I. **Catalog description:** Prerequisite: COMS 1003. This course will focus on the fundamental features and components of computerized hotel, restaurant, and tourism management systems, ~~including such software as Web Publisher, Aloha, and Maestro.~~ The selection and implementation of technology applications to specific hotel, restaurant, and tourism management systems will be presented and discussed.

Number: HA 1063

Title for Catalog: Hospitality Technology

Title for Inventory: Hospitality Technology

Effective date or term: Fall 2008

II. Justification and feasibility of course:

A. **What is the need for this course? Who will take it?**

appCC 3/18/08
appFS 4/11/08

1

1. This course will expose hospitality students to computer software applications specific to lodging, foodservice, club, and tourism operations.
2. It will identify the roles of computer systems applications in the financial, human resources, sales and marketing, and administrative areas of the hospitality industry.
3. It will help hospitality students evaluate the role of management in the design and implementation of computer systems applications in the various aspects of the hospitality industry.
4. The Hospitality accreditation commission (ACPHA) and the HA faculty felt we were lacking in this area.

Hospitality students will be the primary consumers.

B. How does it relate to other work being offered by your department? Is there an overlap with other courses in the department?

It will teach students hospitality software and applications that can be used for various courses in the curriculum, as well as for practical work experiences. There is currently no technology course offered in the Hospitality curriculum. Aloha and Maestro applications are widely used by the industry including Arkansas State Parks.

C. Is this course part of any general plan of development within your department? Explain.

The Hospitality Administration Program was recently accredited. During the accreditation visit the idea of a technology course developed as a need. All hospitality students need to learn point-of-sale and reservation software. This course will give them some basic software in the point-of-sale system used at Lake Point and Williamson Dining Room and Maestro® which is the reservation software used at Lake Point and throughout the Arkansas State Park system. Learning this software early in the curriculum will give them hands-on experience for their resume and improve their opportunities for employment during and after graduation.

D. How often will the course be offered.

Once each academic year.

E. How will the course be staffed?

Current full time or adjunct faculty. The course will probably be team-taught.

F. When applicable, state with which departments you have specifically coordinated this change?

None. This course affects only the hospitality students.

G. How does this course integrate with the assessment process of the department?

This course will help students in their knowledge and understanding of the ACPHA accreditation standards listed below which are part of the Hospitality Administration Assessment Plan:
- quantitative methods and management information systems, including computer applications
- financial management of hospitality goods and services
- accounting procedures/practices.

Assessment methods will include online and in-class exams, assigned papers and evaluation of student PowerPoint presentation and paper.

From: Larry Morell [lmorell@atu.edu]
Sent: Thursday, March 13, 2008 5:29 PM
To: Theresa Herrick
Subject: Re:

Understood. If you need to sign off on me, feel free.

Larry

Theresa Herrick wrote:
> Larry,
>
> I have a proposal coming to the Curriculum Committee for a new course
> HA 1063 Hospitality Technology. COMS 1003 is a prerequisite for the
> course. Of course my students are required to take COMS 1003 anyway,
> but I wanted to make you aware of the prerequisite requirement.
>
> ------------------------------------
> Theresa Herrick Ph.D.
> Professor & Head
> Dept of Parks/Recreation/Hospitality
> Arkansas Tech University
> Russellville, AR 72801
> 479-968-0386 office
> 479-968-0600 fax
>
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HA 1063 Course Outline

Week 1	Automation in the Hospitality Industry
Week 2	Essentials of Computer Systems
Week 3	Generic Application Software
Week 4	Computer-Based Reservation Systems
Week 5	Rooms Management and Guest Accounting Applications
Week 6	Property Management System Interfaces I
Week 7	Property Management System Interfaces II
Week 8	Property Management System Interfaces III
Week 9	Food and Beverage Application - Service
Week 10	Food and Beverage Management Applications I
Week 11	Food and Beverage Management Applications II
Week 12	Hotel Sales and Food Service Catering Applications
Week 13	Accounting Applications
Week 14	Selecting and Implementing Computer Systems
Week 15	Managing Information Systems

Note. **Tentative Schedule - Adjustments will be made to accommodate such factors as guest speakers, new materials, and unexpected circumstances. Additional topics as time allows.**

HA 1063: Hospitality Technology

Mission Statement

The mission of the Hospitality Administration Program is to provide quality education in hospitality administration and provide a foundation for professional growth and development.

This is achieved by:

- Providing knowledge and skills through a comprehensive academic curriculum
- Demonstrating professionalism, leadership and high ethical standards by a competent faculty and administration
- Promoting community service and outreach
- Emphasizing the importance of research and continuing education encouraging life-long learning.

Course Description in Catalogue

Prerequisite: COMS 1003. This course will focus on the fundamental features and components of computerized hotel, restaurant, and tourism management systems, including such softwares as Web Publisher, Aloha, Maestro. The selection and implementation of technology applications to specific hotel, restaurant, and tourism management systems will be presented and discussed.

Class Meets	TBA
Instructor	Chang Huh, Ph.D., CHE
Office	Williamson BLD. Room 202.
Office Hours	8:00 A.M. to 5:00 P.M. from Monday through Friday.
	Instructor has "Open door policy," which means that if the door is open, you will be welcome at any time. If you want to make an appointment, please send me an e-mail (I pledge to answer e-mail messages within 24 hours) or call my office (if I am not available, please leave your message in the answering machine). Even if there is anyone in the office, you can make an appointment at any time.
Office Phone	(479) 968-0371, Fax: (479) 968-0600
E-mail Address	chuh@atu.edu
Web Page	All course materials (handouts, class announcements, grades, assignment instructions, etc.) will be available on ATU blackboard. The blackboard address is http://blackboard.atu.edu.

Required Text

Kasavana, M. L. & Cahill, J. J. (2003). Managing technology in the hospitality industry, 4th ed. Lansing, MI: American Hotel & Lodging Association.

Course Learning Outcomes

Upon completion of this class, the student should be able to:

- Describe computer systems applications in the following areas of the hospitality industry: lodging, foodservice, clubs, and tourism.

- Identify the roles of computer systems applications in the financial, human resources, sales & marketing, and administrative areas of the hospitality industry.

- Evaluate the role of management in the design and implementation of computer systems applications in the various aspects of the hospitality industry.

Learning Outcomes' Artifacts

Students will produce (1) online and In-class exams, (2) three assigned papers, (3) PowerPoint presentation and paper.

Class Format

The instructor uses a variety of content presentation methods in class, such as lecture, class discussion, interactive work, and multimedia. One field trip and one guest speaker are scheduled during this semester. Lecture handouts are available on the blackboard. Prior to the class you are expected to read assigned text book chapter(s), as well as take an online quiz, which will cover terms or concepts of the chapter that the instructor is going to address in class.

Evaluation and Grading

Quizz

(1) Online Quiz

There will be eighteen (18) online quizzes, generally covering one lecture for each chapter in the text book. Each online quiz will consist of ten true/false, matching and multiple choices questions. The quiz will be done only online, accessible from the backboard within a limited time. You are allowed to take three (3) times for each quiz. After three attempts, you will be unable to access the quiz. Please remember that your last attempt to take the quiz will be your final grade of the quiz. Each quiz is worth 10 points or more.

(2) In-class Quiz

Five (5) quizzes will be given throughout the semester. Depending on the nature of the lecture the quiz would be at

the beginning or the end of the class period. Each quiz is worth 10 points or more.

Test

There will be four exams. Exams will cover lectures (approximately 6 chapters or more) and they include true/false, matching and multiple choices questions. Final exam is comprehensive. Each exam is worth 50 points.

Assignment #1

You are expected to choose a career in hospitality and tourism industry in the future. This assignment will help you prepare for your future career in terms of where I am now and where I should build up for my future career. More detailed nature of this assignment will be provided in the class and blackboard.

Assignment #2 (Two Internet Exercises)

Two Internet exercise assignments are designed to increase your familiarity with technology by having you visit assigned hospitality and travel industry web sites and answer questions based on your investigation. More detailed nature of this assignment will be provided in the class and blackboard. Each exercise is worth 25 points.

Assignment #3 (Project)

Throughout the semester we will discuss a variety of hospitality and tourism management and operations. For this assignment, you as a group will visit a site and make observations about the management and operations taking place. You as a group will write a brief paper and present what you observe to the class.

Class Attendance and participation

You are expected to attend class prepared to participate in class discussions. You will be given opportunities throughout the semester to turn in brief, in-class assignments.

Grading Policy

Papers cannot be emailed. Hard copies are due in class on the date identified in this syllabus. You are expected to take control of your own life to turn in all assignment timely. However, if you have emergency (e.g., illness in your family, anticipated major events, need more time, etc.), please make an appointment with me as soon as possible, or see me during office hours. I will decide what to do. Final grades will be based on the weighting averages received.

Coursework will be graded as follows:

Evaluation	Points	Weight	Grading Scale
Online Quizzes (10 pts × 18)	180	10%	Weighting averages between:
In-class Quizzes (10 pts × 5)	50	10%	90 - 100% = A (4.0)
Exams' #1 ~ #4 (50 pts × 4)	200	30%	80 - 89% = B (3.0)
Assignments' #1 and #2 (50 pts × 2)	100	20%	70 - 79% = C (2.0)
Assignment #3 (100 pts)	100	10%	60 - 69% = D (1.0)

Class participation (10 pts × 8)	80	20%	0 - 59% = F (0.0)
Maximum Possible Points	**710**	**100%**	

School Policy

Cheating/Plagiarism

Any student caught cheating or plagiarizing someone else's work on a test, project, 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. In addition, students may be subject to University discipline according to University policy as outlined in the Student Handbook. Student work may be submitted to web sites such as turn-it-in.com or others which assess student work for plagiarism. "Plagiarism is using the thoughts or words of somebody else and claiming them as your own" (T. Herrick, personal communication, August 16, 2002).

Writing Skills and Style

Because effective writing skills are important to any profession, attention will be paid to the actual writing components of your papers. All written work is to be professionally presented with attention paid to elements such as structure, clarity, grammar and spelling. Duet to its importance in all writing, you should give yourself times and opportunities to revise your work. In addition, you are recommended to write in "APA (American Psychological Association) style." More in details about APA style, please check at http://www.apastyle.org.