

PROPOSAL FOR COURSE CHANGE

To: Curriculum Committee

From: Parks, Recreation and Hospitality Administration (PRHA)

Date submitted: August 18, 2008

Request for: Course change

Submitted by: Theresa Herrick

Approved by: Department Head: Theresa Herrick

Dean of School: Willy Hoefler

Reviewed by: Registrar: Gammuf

Vice President: _____

- I. **Catalog description:** A survey of the lodging industry to include its history, growth and development, and future direction. Emphasis on front office procedures and interpersonal dynamics from reservations through the night audit

Number: HA 2043

Title for Catalog: Front Office Management

Title for Inventory: Front Office Management

Description: This is a request for approval to change the name of the course from "Lodging Operations" to "Front Office Management" and also make some changes to the current course description for HA 2043. The Hospitality curriculum is being reorganized into 3 emphases rather than one core curriculum based on a recommendation by the Accreditation Commission for Program in Hospitality Administration during accreditation review in 2006. This course will be the one of six courses in Lodging and Club Management emphasis. It will also be the introductory course to lodging operations.

app CC 9/19/08
app FS 10/8/08

Effective date or term: Fall 2009

II. Justification and feasibility of course:

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

1. Students will analyze the organizational structure of various hotel and lodging segments
2. Students will demonstrate computer applications relevant to lodging operations
3. Students will evaluate human resource management, financial management, front office management and housekeeping management issues as well as sales and marketing and facility engineering and maintenance issues.

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?

This course is the first course in lodging operations which will lead up to Advanced Lodging HA 4243. It is a more general overview of the front office area of a hotel. There is no overlap with other HA courses.

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

This course is part of a new emphasis to be proposed in Lodging and Club Management. The Hospitality Administration Program recently became accredited. During the accreditation visit, the visitors indicated there were too many required core courses in the degree program and not enough flexibility for the students to choose areas of interest within the degree program. The HA Program is preparing to divide the curriculum into 3 emphases.

D. How often will the course be offered. Once each academic year.

E. How will the course be staffed? Current Hospitality faculty.

F. When applicable, state with which departments you have specifically coordinated this change? None. It will be difficult for other majors to take this course as an elective because of the prerequisites.

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

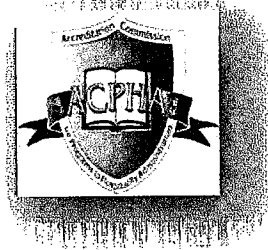
This course will cover the following ACPHA accreditation standards listed in the Hospitality Administration Assessment Plan. Students will have "knowledge and understanding of the general principles of the following areas and specific applications in hospitality management:

- quantitative methods and management information systems, including computer applications
- accounting procedures/practices
- operations relative to the provision of hospitality goods and/or services, including foodservice management and/or lodging management and related services
- Organization theory, behavior and interpersonal communication

Learning outcomes will be measured through, exams, computer lab exercises, and role playing.

**Arkansas Tech University
Department of Parks, Recreation and Hospitality Administration
HA 2043 Front Office Management
Spring 2009**

Hospitality Administration 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, skills and abilities 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

Catalog Description: HA 2043 Front Office Management

A survey of the lodging industry to include its history, growth and development, and future direction. Emphasis on front office procedures and interpersonal dynamics from reservations through the night audit.

Class Times TBA

Location of Class: Room 125

Instructor Susan West
106 Williamson
479-356-6205 Office
Email: swest7@atu.edu

Office Hours TBA

Course Materials

Required Text:

Check-In Check-out Gary K. Vallen and Jerome J. Vallen 8th Edition
ISBN: 978-0-13-205967-1

Front Office Management Simulation Hayes/Miller
ISBN: 9780131352315

Learning Outcomes and Artifact

| HA Course | HA Course Title | ACPHA Standards | Learning Outcomes | Artifact(s) |
|-----------|--------------------|--|---|------------------------------|
| HA 2043 | Lodging Operations | The operations relative to the provision of hospitality goods and/or services, including foodservice management and/or lodging management and related services | <i>Analyze</i> lodging operations and related services | Exam questions |
| | | Quantitative methods and management information systems, including computer applications | <i>Demonstrate</i> computer applications relevant to lodging operations | Computer lab exercises |
| | | Organization theory, behavior, and interpersonal communication | <i>Differentiate</i> organization theory, behavior, and interpersonal communication needed for lodging operations | Role playing, exam questions |

Course Format

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.

EVALUATION AND GRADING

Methods of Evaluation:

| | |
|----------------------|--------------------|
| 5 Exams @ 100 points | 500 points |
| Quizzes/Reading | 100 points |
| Group | 100 points |
| Lab Assignments | <u>400 points</u> |
| Total Points | 1100 points |

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

Exams

There will be 5 exams worth 100 points given in this course, including the final. They will be taken from your text as well as discussion and lecture. If you miss a test, you will need to contact me BEFORE the next class to schedule a time to take the test during my office hours. The exams will include: multiple choice, true/false, fill-in-the-blank, short answer or essay. Total available points will be 500.

Lab Assignments

There are many software programs that are in the industry, and you will have the opportunity to work with several. You will be expected to purchase the text/software as listed and the other programs will be operated from our labs.

Quizzes/Additional Reading

Additional reading assignments will be counted as a quiz grade. They will vary in scope and will come from hand-outs or texts that will be provided for you. Total points available are 100.

Group Work

I will also have you work in groups occasionally. Learning to work together as a team is a valuable tool that will be used beyond this class. There will be assignments given in these groups and the points given will go to the entire group. Total points available from group and films are 100 points.

Extra Credit

I may offer extra credit or bonus points throughout the semester. Including, but not limited to, assistance with special events, papers, newscasts and other opportunities that will arise throughout the semester.

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, the Hospitality Department and yourself.

Course Requirements

The following are course requirements for Introduction to Hospitality Management:

- Attendance and participation in each class lecture.
- 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 four exams as well as assigned readings and lab assignments.
- No smoking during class times or breaks.
- No use of any other type of tobacco products.
- 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.

Student Accommodations

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 accommodations needs must register with the Disability Coordinator/University Testing Center at 479-968-0302.

Academic Honesty

Academic dishonesty or misconduct is not condoned nor tolerated at Arkansas Tech University. Unless stated otherwise all assignments for this course are to be completed independently without assistance from or in collaboration with others. Please refer to the Regulations and Procedures Section in the 2008-09 ATU (Tech) Undergraduate Catalog. Be advised that any of your work including papers/reports may be reported to www.turnitin.com for plagiarism. Any student found cheating will be dealt with severe penalty, including expulsion from the University.

ATU Attendance Policy

2008-2009 Undergraduate Catalog; page 72. 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. Therefore, I will give 1 (one) point per class that the student is present. In addition, it will be your responsibility to sign in each day you are present.

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 anyway possible and together we can have a wonderful semester!! Welcome to the Hospitality Industry!!!

ScheduleSubject to change if needed****

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|---|
| First Day of Classes-Introductions and Goals for semester |
| Chapter 1 The Traditional Hotel Industry |
| Martin Luther King/Lee Holiday NO CLASS |
| Chapter 2 The Modern Hotel Industry |
| Chapter 3 The Structures of the Hotel Industry |
| Chapter reviews |
| Exam 1 over Chapters 1-2 and 3 |
| Chapter 4 Forecasting Availability and Overbooking |
| Chapter 5 Global Reservations Technologies |
| Chapter 6 Individual Reservations and Group Bookings |
| Exam 2 over 4-5 and 6 |
| Chapter 7 Managing Guest Services |
| Chapter 8 Arrival, Registration, Assignment and Rooming |
| Chapter 9 The Role of the Room Rate |

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|---------------------------------------|
| Exam 3 over Chapters 7 8 and 9 |
| Chapter 10 Billing the Guest Folio |
| Chapter 11 Credit and the City Ledger |
| Chapter 12 Cash Transactions |
| Exam 4 |
| Chapter 13 Night Audit |
| Chapter 14 Hotel Technologies |
| FINAL TBA |