

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: Theresa Herrick

Dean of School: [Signature]

Reviewed by: Registrar: Sammy Kuo 2/3/08

Vice President: _____

- I. **Catalog description:** Prerequisites HA 3143, HA 3243, HA 4113. An in-depth study of hotel and lodging operations management. The analysis of competitive strategies, leadership styles, teamwork, technology and creativity in the hotel and lodging industry.

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4-21-08
[Signature]

Number: HA 4243

Title for Catalog: Advanced Lodging Operations Management

Title for Inventory: Advanced Lodging

Effective date or term: Fall 2008

II. Justification and feasibility of course:

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

- Students will analyze the organizational structure of various hotel and lodging segments

app CC 3/18/08
app FS 4/11/08

2. Students will discover the importance of team building in the overall success of organizations.
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 an advanced course in lodging operations which is a follow-up course to HA 2043 Lodging Operations. It is a more comprehensive, in-depth study of lodging operations. 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
- financial management of hospitality goods and services
- accounting procedures/practices
- operations relative to the provision of hospitality goods and/or services, including foodservice management and/or lodging management and related services
- the economic environment of profit and non-profit organizations
- administrative processes, including the integration of analysis and policy determination at the overall management level
- provision of sufficient areas of specialization to allow students to develop individual interests and talents."

Learning outcomes will be measured through, exams, a comprehensive final and outside lab activities.



Arkansas Tech University
Department of Parks, Recreation and Hospitality Administration
HA 4243 Advanced Lodging Operations Management
Fall 2008

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

Instructor: Ray Moll, MBA
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Office Hours: By Appointment

Class Times: TBA

Location of Class: TBA

Required Text: Hotel Operations Management, Pearson Prentice Hall, David Hayes, Jack Ninemeier, ISBN 0-13-099598-3, Management Challenges for the 21st Century, Harper Business, Peter F. Drucker, ISBN 0-88730-998-4

Course Description: Prerequisites HA 3143, HA 3243, HA 4113. An in-depth study of hotel and lodging operations management. The analysis of competitive strategies, leadership styles, teamwork, technology and creativity in the hotel and lodging industry.

Learning Outcomes: You will *analyze* the organizational structure of various hotel and lodging segments. You will *discover* the importance of team building in the overall success of organizations. You 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. Learning outcomes will be measured through, exams, a comprehensive final and outside lab activities.

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

Academic Honesty: You are expected to be honest and truthful in and out of the classroom. You will be required to submit your own original work. You will be expected to:

- Present written work that is yours alone.
- Correctly document any material from a textbook, pamphlet, journal, etc. that is used for an assignment.
- Only use authorized devices or material for an examination and no copying from other student's papers or tests.
- Document material correctly; as plagiarism is defined as stealing and presenting as one's own ideas or words those of another.

Any questions in reference to academic honesty can be found in the Arkansas Tech University Handbook. 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.

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.

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. Please see "Alternate Assignments" for the requirements of the project/paper. 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. Please note personal hygiene guidelines on separate handout for hygiene expectations. 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.
- 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 (4) exams and one (1) comprehensive final 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 smoking during class times or breaks.
- No use of any other type of tobacco products.
- No chewing of gum or use of candy.
- No food or beverage consumption during lectures (unless you share with me).

Exams: There are four (4) exams for this course and one (1) comprehensive final exam. The exams will each weigh 100 points. The final will be comprehensive and weigh 200 points. The instructor reserves the right to make any/all exams using multiple choice, true/false, fill-in-the-blank, short answer or essay. No exam will be made up without a written medical or judicial excuse. If such a situation should occur, the instructor must be notified prior to the exam.

ATU Attendance Policy: 2007-2008 Undergraduate Catalog; page 69. 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 "F." A student who is dropped from three courses in a semester for unsatisfactory class attendance may be immediately suspended. **NOTE: points will be given for class attendance.**

Alternate Assignments: The instructor reserves the right to add and/or delete assignments from this syllabus. For projects/papers the following guidelines shall be adhered too: cover page, references listed on reference page, typed in 12 point Times Roman font, with 1-inch margins and double spaced.

Methods of Evaluation:

4 Exams @ 100 points	= 400 points
Homework	= 200 points
Projects/Outside Lab Assignments	= 200 points
Comprehensive Final	= 200 points
Total Points	=1000 points

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

Extra Credit: The instructor may offer extra credit or bonus points throughout the semester. Methods of extra credit are at the discretion of the instructor and can be terminated and/or changed without prior notice.

Week By Week Breakout

Week 1	Growth & Development of the Lodging Industry
Week 2	Organizational Structure
Week 3	The Front Office
Week 4	Housekeeping
Week 5	The Marketing & Sales Departments
Week 6	Human Resource Management
Week 7	Hotel Food & Beverage Operations
Week 8	Loss Prevention & Security Issues
Week 9	The General Manager
Week 10	Management & Supervision Skills for the GM
Week 11	Yield Management
Week 12	Management Contracts & Franchise Agreements
Week 13	Time-Share & Vacation Ownership
Week 14	Resorts, Themed Lodging & Special Lodging Environments
Week 15	The Controller

Comprehensive Final To Be Announced