COURSE OVERVIEW:
A. PROGRAM MISSION FOR HOSPITALITY MANAGEMENT
The Hospitality Management Degree provides students with the knowledge necessary to become leaders, executives and owners in the hospitality industry. The hospitality industry is now requiring new college graduates who can go directly into management and can hit-the-ground-running on their first day of work. The Hospitality Management program provides students with the required skills the hospitality industry is now, and will be, requiring. Specifically, the degree provides students with skills in management, human resources, hospitality technology, food & beverage operations, service delivery as well as basic business fundamentals in marketing and accounting.

B. LODGING MANAGEMENT COURSE LEARNING OUTCOMES: After completing this course, hospitality students should be able to:
1. Identify the major challenges in the hospitality industry and identify and determine what is needed for future success.
2. Identify methods to evaluate lodging operations- nationally & globally and understand the classification system.
3. Describe operational practices and their importance in each of the key departments in lodging operations.
4. Explain management thought processes & decisions made when projecting costs, room pricing, and future demand.
7. Identify marketing strategies to increase room nights and room revenue and lessen costs.
8. Understand the inherent importance of service and quality within the hospitality industry.
9. Demonstrate the ability to read and analyze case studies and scenarios applicable to lodging operations, and formulate solutions using analytical and critical thinking skills.

INSTRUCTIONAL METHODS

Texts & Supplemental Material.
- Class Power-point notes
- Interviews (audio & audiovisual- on-Canvas website, in class)
- Videos of the integration & use of a Property Management System (PMS)
- Additional, current industry readings posted on Canvas

Helpful Websites- Please visit the following websites and/or read the following periodicals and newspapers for current information:
PROPOSED SCHEDULE (for a more detailed schedule with assignments & guest speakers, please see LM on Canvas)

<table>
<thead>
<tr>
<th>Week #</th>
<th>Class 1</th>
<th>Class 2</th>
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<tbody>
<tr>
<td>1</td>
<td>Welcome, Course Introduction</td>
<td>Profile of the Global Lodging Industry</td>
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<tr>
<td>2</td>
<td>The Front Office department &amp; it’s interaction with other departments</td>
<td>Event Planning and its importance in Lodging</td>
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<tr>
<td>3</td>
<td>PMS – Property Management System and IT in hospitality</td>
<td>Revenue Maximization, GDS, OTA, Booking engine, PMS, Sale strategies</td>
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<tr>
<td>4</td>
<td>Management Contracts &amp; Franchise Agreements</td>
<td>Cost Management, Financials &amp; P&amp;L Analysis in hospitality</td>
</tr>
<tr>
<td>5</td>
<td>Mid-term Exam</td>
<td>Individual Topic Presentations</td>
</tr>
<tr>
<td>6</td>
<td>Marketing and Sales in hospitality</td>
<td>Guest Service and Competitive Advantage</td>
</tr>
<tr>
<td>7</td>
<td>Food &amp; Beverage in hospitality</td>
<td>Special Lodging Environments, Timeshare &amp; Vacation Ownership</td>
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<tr>
<td>8</td>
<td>Housekeeping, Maintenance, and Engineering depts. &amp; sustainability</td>
<td>Loss Prevention &amp; Security</td>
</tr>
<tr>
<td>9</td>
<td>Classification of lodging operations- nationally and globally</td>
<td>Managing complaints, &amp; online reviews gaining competitive edge through service &amp; online presence</td>
</tr>
<tr>
<td>10</td>
<td>TOUR</td>
<td>Group Project Presentations</td>
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<tr>
<td>Final</td>
<td><strong>TBD: Final Exam</strong></td>
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</table>

*Schedule- Subject to Change. All changes will be announced in class and online. You are responsible to keep track.*
COURSE DETAILS:

Individual Presentations:

Grade Value – 10% of total grade
We will decide in week 2 of the term which project you will present. Your topic must be approved in advance by the instructor. If you do not come up with a subject in our 2nd class, you will be assigned one. This presentation is expected to be conducted at a professional level - different than the more conversational and casual nature of a class discussion in this course. Topics have to be presented by PowerPoint or Prezi, or equivalent software to reinforce the presentation, with a minimum of 10 slides and 5 minutes. Each student is required to research and present a relevant topic of hospitality they are interested in. Student must present information in a logical, interesting way, engaging the class, showing organization and effort. Professionalism must be evident - misspelling, errors etc. should not be present. Student should be clear, concise, enunciate words properly, using no slang - use of professional terminology and language is expected. Be sure to conclude your presentation with your opinion of your findings and how they will influence the future of the industry. Currency (being up to date) is critical, hence, the students are expected to conduct research and present the most up-to-date information about this topic. Make sure to cite your findings. You are expected to deliver your presentation to the class and lead a discussion afterwards. The instructor will serve as a moderator. Expect to receive constructive, respectful feedback from peers and instructor at the close of the presentation. More information & rubrics are available on Canvas under Individual Presentations.

Guest Speaker Reflection Papers/ Assignments

Grade Value – 20% of total grade. Each guest speaker we are privileged to have come to our class is an industry expert in their domain within the lodging industry. They have the most up-to-date, cutting edge information to share. A 1.5 page reflection is expected on each guest speaker throughout the term. These papers should include your reactions to, and opinions of, the experience and opinions shared. Reflection Papers are essentially a summary of what you learned, asked about, enjoyed, disagreed with, your reactions to and opinions of the experience during our guest speakers’ talks. It is an excellent learning opportunity and also a networking occasion. Times Roman 12, 1.5 spaced. More information & rubrics are available on Canvas under Guest Summaries.

Examples of industry experts to be confirmed
Central Oregon Visitors Association, Visit Bend, Convention/Group/Event Planners, Hospitality Social Media & Reservations specialist, Hospitality Sales expert, Hospitality Marketing expert, Revenue Management expert, AAA, General Manager or AGM, Hospitality Human Resources specialist etc.

Lodging Visit & Experiential Learning
We have a field trip planned during 1 class, towards the end of term where we speak with the owner/ General Manager for an on-site tour
and Q & A, (venue to be confirmed during the first 2 weeks of term). It is expected that students turn up on time, be present, are pleasant professional and polite and have questions ready to ask and expect them to take notes to do a summary of the visit. This could also be a way for you to get work placement or a job. Reflection Papers are essentially a summary of what you learned, asked about, enjoyed, disagreed with, your reactions to and opinions of the experience during our field trips & guest speakers’ talks. This assignment involves both participation in the tour and completion of a 2 page reflection paper on the experience. Times Roman 12, 1.5 spaced. 

**More information & rubrics are available on Canvas under Lodging Visit.**

**Trip Date to be confirmed. Possible sites to visit:**
Tetherow, Touchmark, St Charles, Sunriver Resort, The Oxford Hotel, McMenamins, Hilton Garden Inn, Brasada Ranch etc.

**Quizzes & Mid-term:**
*Grade Value – 20% of total grade*
There will 2 quizzes (5% each) as well as a mid-term exam (10%) throughout the term- dates will be posted online, on Canvas. These may be in class or online as the class progress dictates. They may range in format from multiple choice to short essays, to games. There will be no make-ups for missed quizzes, therefore frequent absences can significantly lower your grade. 

**More information & rubrics are available on Canvas under Quizzes and under Detailed Class Schedule.**

**Syllabus:** This syllabus and schedule are intended as guides, not contracts. They may change during the term as the instructor attempts to provide the most compelling and useful learning experience possible. If changes are made, they will be announced in class, in an email, and posted online, on Canvas announcements. You should check your email and our class announcements on Canvas at least once a day for course and OSU updates. Not reading the syllabus does not constitute a valid excuse for missing a milestone.

**Weekly Discussion Postings and In-class participation**
*Grade Value – 10% of total grade*
Collaborative learning in both online and in-class mediums serve as an important component of the student learning experience within this course. Your participation will be assessed by the value of in-class or online discussion-board contributions. Good attendance, being prepared for class and participating in discussions are examples of how you can get a good participation score. Being late, frequently absent, disruptive, sleeping, leaving class before it has ended or not participating in discussions are examples of behavior that may lower your participation grade. 

**More information & rubrics are available on Canvas under Discussion Boards.** While we may have differences of opinions, it’s important that your posts are objective, respectful, professional and contribute to a positive learning environment while being consistent with the OSU **Student Conduct and Community Standards,** located at the below web address: [http://studentlife.oregonstate.edu/studentconduct](http://studentlife.oregonstate.edu/studentconduct).
**Group Project**
Grade Value – 20% of total grade. Students will work in assigned teams (assigned in class week 1). Detailed information will be provided online on Canvas under Group Project. Each group will submit a final report and make a 20-minute presentation describing their hotel project followed by 5-minute Q & A. This project should showcase the principles and information you’ve learned in this class and should serve as a comprehensive display of the content learned in this Lodging Management course as well as research done outside of the classroom. Each team member is expected to contribute equally to the project, and this will require initiative. Failure to do your part & to work cohesively with your group will result in you having to do this part of the course by yourself. You are expected to turn up to meetings and class discussions with your research completed. *More specific instructions, group agreements, information & rubrics are available on Canvas under Group Project.*

**Final Exam**
*Grade Value – 20% of total grade*
In order to ensure that students finish the course with an overall comprehension of what we have learned and discussed, a final exam will be given. The instructor will supply a study guide for the students review two weeks in advance online. Final exams require a last, concerted effort on the students’ behalf; concentrating on the most pertinent information, thus ensuring that after course completion, they still have a grasp & memory of the course as a whole. *More information & rubrics are available on Canvas under Final Exam & Review.*

**COURSE POLICIES**
**Academic Dishonesty:** According to OSU student conduct regulations, academic dishonesty is defined as an intentional act of deception in which a student seeks to claim credit for the work or effort of another person or uses unauthorized materials or fabricated information in any academic work. Refer to the OSU Student Conduct code (576-015-0020) for a comprehensive definition of academic dishonesty. All cases of suspected academic dishonesty will be handled in strict accordance with OSU policy and College of Business policy.

*Student Conduct Code:* [http://studentlife.oregonstate.edu/sites/studentlife.oregonstate.edu/files/student_conduct_code_1.pdf](http://studentlife.oregonstate.edu/sites/studentlife.oregonstate.edu/files/student_conduct_code_1.pdf)
*Student Conduct and Community Standards:* [http://studentlife.oregonstate.edu/studentconduct](http://studentlife.oregonstate.edu/studentconduct)
*Student Conduct – Offenses:* [http://studentlife.oregonstate.edu/studentconduct/offenses-0](http://studentlife.oregonstate.edu/studentconduct/offenses-0)
A code of honor represents the moral commitments of those abiding to it. While each person lives by his or her personal code, the establishment of collective values creates a universal goal to which we can aspire. It is through the pursuit of these professional attributes that we reduce the possibility of immoral actions ourselves.

In order to uphold our personal character and the organization that we proudly call our own, we take this oath.

**Integrity**
The quality of being honest and having strong moral principles, integrity stands as the backbone of character and is essential for success.

**Respect**
Respect for others and yourself is a commitment to the fair treatment of and the fair competition with others. Through respect we embolden the character of others and ourselves.

**Responsibility**
We are held accountable for our words and actions as professionals to embed a steadfast commitment to honor in our decisions.

**Behavior in class:** Behavior in class should be professional at all times. People must treat each other with dignity and respect in order for scholarship to thrive. Behaviors that are disruptive to learning will not be tolerated and may be referred to the Office of the Dean of Students for disciplinary action. Please keep the side conversations to a minimum and turn your cell phones off during class. No headphones may be used during class. If you need to leave during class, please exit quietly. **Computer/Cell Phone usage in class should support the**
**learning environment**, such as reviewing the lecture slides, taking notes, etc. Please do not distract yourself or others by surfing outside websites, carrying on electronic conversations with someone outside of class, etc. If your behavior is not in keeping with the expectations set here, you may be asked to leave class.

**Discrimination and harassment**: Discrimination and/or harassment will not be tolerated in the classroom. In most cases, discrimination and/or harassment violates Federal and State laws and/or University Policies and Regulations. Intentional discrimination and/or harassment will be referred to the Affirmative Action Office and dealt with in accordance with the appropriate rules and regulations.

**Attendance**: I will take attendance every class. One or two absences will not hurt your grade, but repeated absences will affect your comprehension of the material and your grade negatively. If you are unable to attend a class session, it is your responsibility to acquire the class notes, assignments, announcements and so on from a classmate- all will be posted online, on Canvas.

**Disability Accommodation**: Accommodations for students with disabilities are determined and approved by Disability Access Services (DAS). If you, as a student, believe you are eligible for accommodations but have not obtained approval please contact DAS immediately at 541-737-4098 or at http://ds.oregonstate.edu. DAS notifies students and faculty members of approved academic accommodations and coordinates implementation of those accommodations. While not required, students and faculty members are encouraged to discuss details of the implementation of individual accommodations.

**Before class preparation**: The class schedule- as posted on Canvas under schedule- will indicate the required reading and any deliverable due for that day. Lecture slides are also available and valuable for exam preparation. NO Late submissions, unless accompanied by genuine, documented excuses.

**Announcements**: Canvas will be used to communicate announcements, changes in schedule or assignments. Students are expected to check Canvas and e-mail daily.

**Course Grades**: Letter grades will be assigned according to the number of points accumulated on activities and exams. The following table will give you a general sense of how your performance will be evaluated.
Grades will be assigned based on the above scale:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation &amp; online discussion board</td>
<td>10%</td>
</tr>
<tr>
<td>Quizzes x 2</td>
<td>10%</td>
</tr>
<tr>
<td>Individual Presentation on Lodging Topic</td>
<td>10%</td>
</tr>
<tr>
<td>Group Project</td>
<td>20%</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>10%</td>
</tr>
<tr>
<td>Guest Speaker &amp; Visit Summaries</td>
<td>20%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>&gt;=92%</td>
<td>C+</td>
<td>78-79%</td>
</tr>
<tr>
<td>A-</td>
<td>90-91%</td>
<td>C</td>
<td>72-77%</td>
</tr>
<tr>
<td>B+</td>
<td>88-89%</td>
<td>C-</td>
<td>70-71%</td>
</tr>
<tr>
<td>B</td>
<td>82-87%</td>
<td>D</td>
<td>60-69%</td>
</tr>
<tr>
<td>B-</td>
<td>80-81%</td>
<td>F</td>
<td>&lt;60%</td>
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*Grades will be assigned based on the above scale:*