NEW COURSE

HRMT 2500
Lodging Operations

DAY/TIME/LOCATION:
Monday
3:00 pm – 4:50 pm
Room 368B Spidle Hall

FACULTY INFORMATION
Kyungmi Kim
362 Spidle Hall
Tel: 844 2211
Email: kkim@auburn.edu
Fax: 844 3279
Office Hours: 1:00 p.m. – 3:00 p.m.

REQUIRED TEXT(S)

PROGRAM MISSION
To educate exceptional leaders for the Global Hospitality and Tourism industries. We concentrate on service excellence, social and ethical responsibility and diversity in a practically oriented and intellectually challenging learning environment.

COURSE DESCRIPTION
This course describes principles and concepts of effective front office management in the lodging industry. This course also concentrates on providing an in depth view of the various aspects and departments that fall under what is commonly known as hotel management or hotel operations, namely the front office, housekeeping and service philosophies, and best practices and technology.

COURSE OBJECTIVES/OUTCOMES
• Define the reservation process of hotel management.
• Distinguish between individual and group reservations.
• Explain forecasting procedures and overbooking practices.
• Define the guest arrival process.
• Analyze and assess the guest revenue cycle.
• Explain the influence of technology on room management.
• Identify and delineate property management interfaces.
• Explain the interrelated components of the front office and the back of the house.
• Define the planning, organizing, and management of inventories in the back of the house.

**CLASS POLICIES**

1. Academic honesty
   The University Academic Honesty policy *(TITLE XII)* will be strictly enforced. Students are responsible for familiarity with this policy and its adherence. Please review the current edition of the *Tiger Cub* for specifics regarding this policy.

2. Grading components:
   a. Quizzes
      Your participation in class interactions and discussions of class reading assignments is essential. We will have quizzes time to time without a notice. Therefore, class attendance is required. If you lose the chance to take a quiz because of your absence, your quiz points are gone forever. There is no makeup quiz. We will have about 8-10 quizzes during this semester.
   b. Video Summary Reports
      We will be watching *videos* related to hotels. Following each video presentation (see the class schedule), students will submit a summary report. A report should include 1) a summary of contents of video, 2) your opinions about the content of video (ex, this video was good for adding my knowledge, was not good, it was too outdated, it was different from my experience or etc.), and 3) bring specific questions and answers about the contents of video. Due date for the summary report is the following class you watched the video. Late submit will have penalties (One day late will make 5 points minus from the lowest point among the class). No more than 3 pages, double space, 12 fonts in MS word.
   c. Hotel experience essay
      You will submit one hotel experience essay. The hotel experience essay should be focused describing the hotel you stayed or worked (for example, name of hotel you stayed or worked, location, type of hotel, room types, facilities etc.), your perception of the attitude of employees (at the reservation, at the front office, at housekeeping, at restaurants if you used, etc.), and your personal opinion or suggestions about the hotel (your satisfaction with the hotel). The professional appearance of the report, including spelling and grammatical content will be considered in the grade. Late submit will have penalties (One day late will make 5 points minus from the lowest point among the class). No more than 5 pages, double space, 12 fonts in MS word.
   d. Semester tests
      There are three tests in class, which comprises a total of 40% of the final grade. All three exams are a combination of objective (e.g., multiple-choice) and subjective questions (e.g., short answer questions). The exams will cover assigned reading materials, lectures, handouts, so students are expected to come prepared to class. **Also, if we have a guest speaker**
before the test, the questions may include the subject the guest speaker discusses.

e. **Presentation:**
There will be an in-class presentation about hotel and its structure after we finish chapter 3.

1. Decide a team member (Each team should have 2-3 people.)
2. Select a hotel in Auburn or Opelika which your team is going to investigate. Each team should pick a different hotel.
3. Research about the hotel and hotel structure.
4. Prepare a PowerPoint presentation – the PowerPoint presentation should include:
   - **On the first page:** the date you investigated the hotel, names of the team member
   - **Introduction:** the name of the hotel, the location of the hotel, the history of the hotel (the year of establishment, etc.)
   - **Text:** size of the hotel, class, number of employees, what type of hotel, what plan the hotel has, what is the hotel’s mother brand name if it has any, what product segments (economy or midsized), their current hotel data (occupancy rate, ADR, REVPAR, seasonality, etc.), which customer they are targeting (individual or group), what ownership or financing the hotel has, what management pattern they have, the structure of the hotel (Put the name of person who is in charge of the position)
   - Compare the structure of hotel you researched and the standard hotel in the text book p78 and make Power Point Slides about the hotel and make a presentation in the class. It should be 10 -15 minute long
   - Submit the Power Point Slides

3. Grading for course requirement
   - Quizzes 10%
   - Video summary reports (3) 30%
   - Hotel experience essay 10%
   - Mid-semester Test I 15%
   - Mid-semester Test II 15%
   - Oral Presentation 10%
   - Final Examination 10%

4. Grading scale
   - 90 - 100% = A
   - 80 - 89% = B
   - 70 – 79% = C
   - 60 – 69% = D
   - 59% & < = F
5. Unannounced quizzes, attendance, participation and late assignments.

There will be no unannounced quizzes. Class and laboratory attendance is mandatory for all HRMT classes and only official university excused absences (please refer to the Tiger Cub) supported by the relevant documentation will be accepted by Faculty for non-attendance. All supporting documentation must be date stamped and turned into the relevant faculty member at the beginning of the next class (no late excuses will be accepted). Students will be permitted ONE unexcused absence per class, per semester. Each class missed thereafter without an official university approved excuse and supporting documentation will result in a letter grade deduction (one letter grade per class missed) at the end of each semester. In the event that a student misses more than three classes without an official university approved excuse and/or supporting documentation, this will result in an automatic fail grade for the class. Late assignments will not be accepted after the due date other than with an approved and stamped university excuse.

6. Special Accommodations for Students with Disabilities

Students who need special accommodations in class, as provided for by the American Disabilities Act, should arrange a confidential meeting with the instructor during office hours the first week of classes - or as soon as possible if accommodations are needed immediately. You must bring a copy of your Accommodation Memo and an Instructor Verification Form to the meeting. If you do not have these forms but need accommodations, make an appointment with the Program for Students with Disabilities, 1244 Haley Center, 844-2096.
## TENTATIVE CLASS SCHEDULE

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