



Lincoln University

BA 218 – Hospitality Management

COURSE SYLLABUS 2018

Instructor: Prof. Mike Guerra, PhD
Lecture Schedule: Tuesdays 3:30 PM – 6:15 PM
Credits: 3 units / 45 lecture hours
Level: Advanced (A)
Office Hours: Tuesdays 11:00 AM to 12:00 PM
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Textbooks: Hotel Operations and Management, 5th Edition, by Michael J. O'Fallon, Denney G. Rutherford, Wiley, Publishers, 2010. (ISBN-13: 978-0470177143)

Last Revision: January 3, 2018

COURSE DESCRIPTION

This course provides an understanding of the management skills necessary to succeed in the hospitality or service industry. Focus is on impact of current social, economic, technological, and political factors in the industry. (3 units)

Prerequisite: BA 110

EDUCATIONAL OBJECTIVES

This course is designed to introduce students to the scope of the hotel industry and the organizational structure and operational mechanics of how the departments within the rooms division of an individual hotel operate. Understanding the scope of the industry involves understanding who the major players are and what market segments their brands serve. Students gain an understanding of how work is performed and how activities are coordinated within the rooms division and among other hotel departments.

COURSE LEARNING OUTCOMES¹

	Course Outcome	PLO	ILO	
1	Be able to formulate a hotel management strategy that includes organization design, human resource management, financial control, and	PLO 1	ILO 1a, ILO 2a, ILO 3a	Class participation, homework, individual exercises, career development project

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

	marketing components.			
2	Be able to analyze consumer decision rules and optimize hotel marketing and pricing strategies accordingly.	PLO 2	ILO 1a, ILO 6a	Individual exercises, career development project, team exercises
3	Be able to competently communicate with internal and external stakeholders of the organization, providing leadership in strategy implementation.	PLO 3	ILO 2a, ILO 7a	Class participation, homework, individual exercises, development project, team exercises
4	Be able to identify sources of risk in hospitality industry and provide optimal limiting organization's exposure.	PLO 4	ILO 1a, ILO 2a, ILO 5a	Class participation, homework, individual exercises

INTRODUCTION

Welcome to Lincoln University!

In this syllabus, I will provide an overview of the course and the student expectations for the next few weeks. It is important that you note the schedule of events, and assignments.

There are a few principles that we need to understand as we start this course. First, the nature of this course environment requires course participants to actively engage each other, and to encourage the learning process through our conversations and coursework. When everyone participates, the entire class or learning team has the opportunity to learn. In addition learning between the instructor and students flows two ways. I will learn from you just as you will learn from me.

My role, as your facilitator, is to guide you along the learning path and engage your ability to learn. Should there be any questions regarding this course material, attendance, and participation in this course, please contact me via Lincoln University e-mail or by telephone. I would prefer you contact me by Lincoln e-mail, which I will reply to within 24-hours.

CLASS PROCEDURES

This is a direct classroom instruction course.

Each session you will be provided various items: instructions, assignments, topics, questions for discussion, my comments, or a description of the activities for the day.

You will be reading and working on various exercises and answering discussion questions. Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

CLASS PARTICIPATION

(1) You are expected to contribute to the class discussions in meaningful ways. That means:

- contributing new and relevant information to the course discussion and from readings of the textbooks;

- commenting in a positive manner;
 - building on the remarks of your fellow students;
 - posing questions of your fellow students; and
 - Sharing quotes, websites, and other supplementary information.
- (2) Your grade also will be determined by:
- the quality of your responses;
 - the timeliness of your response; and
 - The ability of your comments to motivate others in a collaborative effort.

LEARNING ENVIRONMENT

The goal of the classroom environment is to be collaborative and communicative. To help facilitate collaborative communication, I would suggest that before you proofread or carefully consider your thought before speaking. There are times when an innocent comment can be misinterpreted. Most of the time, any miss-communication can be rectified through open communication. However, if you find the content of a message offensive, please notify me.

GRADING

Point/Grade Conversion

100-95	A	76-74	C
94-90	A-	73-70	C-
89-87	B+	69-67	D+
86-84	B	66-64	D
83-80	B-	63-60	D-
79-77	C+	59 or <	F

A = Excellent performance. Clearly stands out as an excellent performer. Has unusually sharp insight into material and initiates thoughtful questions. The student sees many sides of an issue. Articulates well and writes logically and clearly. Integrates ideas previously learned from this and other disciplines; anticipates next steps in progression of ideas.

B = Above average performance. Grasps subject matter at a level considered to be good to very good. The student actively participates in the class discussion. Speaks and writes well. The student accomplishes more than the minimum requirements. Work in and out of class is of high quality.

C = Average performance. The student demonstrates a satisfactory comprehension of the subject matter. Accomplishes only the minimum requirements and displays little or no initiative. The student is able to communicate orally and in writing at an acceptable level for a college student. Has a satisfactory understanding of all basic concepts.

D = Below average performance. The student demonstrates understanding at the most rudimentary level. Quality and quantity of work in and out of class is below average and marginally acceptable.

F = Failing performance. Work is not acceptable and/or timely. Quality and quantity of work in and out of class fails to demonstrate a marginal understanding of learning objectives and their application. Academic credit is not earned.

WEIGHTING OF ASSIGNMENTS

Assignments	Percent
Individual: Homework Assignments (7x 5pts. each)	35
Individual: Career Development Project	25
Team/Group Exercises (2 x 4pts. each)	8
Class Participation (12 pts.)	12
Individual Exercises (2x)	20
	100

FORMAT FOR SUBMITTING ASSIGNMENTS

(1) Write your first and last name at the top of your paper along with the title of the assignment (papers will not be returned without credit if there is no name and/or assignment title).

(1) Use the APA/Chicago-Turabian guidelines for citing and documenting sources.

(2) Your assignment should follow the formatting guidelines below:

- single-spaced
- twelve point, Times New Roman font style
- skip one space between paragraphs
- paragraphs are not to be indented.

COURSE SCHEDULE

Week	Topic
1	Introduction. Hotel development process.
2	Opening a hotel
3	Online pricing
4	Hotel organization structure
5	Leadership in hospitality
6	Front office operations
7	Yield management
8	Hotel engineering function
9	Security risks and challenges
10	Food and beverage management
11	Hotels and restaurants strategic alliances
12	Consumer decision rules and hotel choice
13	Hotel pricing
14	Financial control
15	Strategic role of human resources