



Business Administration

Course Number:	BUAD 220
Course Title:	HOTEL MANAGEMENT
Credits:	3
Calendar Description:	This course presents an overview of the operation and management of a hotel property. Topics include: travel patterns affecting the industry; types of lodgings; functions and practices of the key departments; and management issues specific to hotels including guest safety and security. Current trends in guest services and amenities are examined. The principles of front desk management are covered including the reservations process, hotel revenue cycle, establishing room rates, preparation of the night audit and the use of technology in Property Management Systems.
Semester and Year:	Fall 2017
Prerequisite(s):	No
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3 (Monday & Wednesday 2:30-3:50pm, Room B103)
Graduation Requirement:	BBA, Tourism & Hospitality Management Specialty – Required Diploma, Tourism & Hospitality Management Option – Required
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	Students with credit for HOSP 220 cannot take BUAD 220 for further credit.
Originally Developed:	September 2008
EDCO Approval:	

Chair's Approval:

A handwritten signature in black ink, appearing to read "Laura A. P.", written over a light grey rectangular background.

Professors

Name	Phone number	Office	Email
Dr. Lincoln Whyte <i>Course Captain</i>		Portable	lwhyte@okanagan.bc.ca

Learning Outcomes

<p>Upon completion of this course students will be able to</p> <ul style="list-style-type: none"> • describe the hotel industry from the perspective of the Hotel General Manager. • identify travel patterns affecting the industry. • describe the different types and characteristics of lodging operations. • identify the major functions and practices of the key departments. • identify issues specific to guest safety and security. • identify current trends in guest services and development of lodging amenities. • describe the key function of the front office.

Course Objectives

<p>This course will cover the following content: See Course Schedule</p>
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Evaluation Procedure

Current Affairs and Discussion/Presentation	15%
Research Report/PPT	35%
Project Outline/Sources (5%)	
Presentation (10%)	
Report (20%)	
Mid-term Exam	20%
Final Exam	30%
Total	100%

Notes**Mid-term and Final Exams**

Exams will be a combination of multiple choice, true and false, short answer, and short essay questions. The mid-term will be 1 ½ hours in length. The final, which will be 3 hours in length, may include foundational material from the beginning of the semester, but will mainly focus on the material covered during the second half of the semester.

Research Report and Presentation

You will be required to complete a research project and make a presentation on a hotel corporation selected from a list of possible choices or a topic critical to the hotel industry. Try to choose a company or topic from the list that you find interesting or is part of the hotel industry that you would like to learn more about.

You will adopt the role of a consultant who has been commissioned to collect data and to prepare a report describing the company. An outline is attached which will assist you. You will be assigned to a team of 2 – 3 people to prepare a business report and make a presentation on a hotel corporation or a topic of interest related to the hotel industry. You will receive a team mark on this project that is shared by all team members. An evaluation scheme will be posted on Moodle. Each presentation will be 20 minutes in length plus an additional 10 minutes allocated for a Q & A session at the end.

Required Texts/Resources

Hotel Operations Management, 3rd Ed., David K. Hayes Ph.D, Clarion Hotel and Conference Center. Jack Ninemeier, Ph.D, Michigan State University

Course Schedule

Date		Topic	Textbook
Week of:		Tuesday Sept 5 College-wide Orientation Day Wednesday Sept 6 Classes Begin Monday Oct 9 Thanksgiving Day – <i>no classes</i> Monday Nov 13 Statutory Holiday for Remembrance Day – <i>no classes</i> Tuesday Dec 5 Last Day of Regularly-scheduled Classes	3 rd Ed.
Sep	3-9	Introduction/ Course Outline	
	10-16	The Hotel Industry Overview The Guest Service Imperative	Ch 1 Ch 2
	17-23	The General Manager General Managers are Leaders	Ch 3 Ch 4
	24-30	Human Resources Current Affairs	Ch 5
Oct	1-7	Revenue Management Current Affairs	Ch 7
	8-14	Sales and Marketing Current Affairs	Ch 8
	15-21	MID-TERM EXAM (Monday October 16, in class) Front Office	Ch 9
	22-28	Housekeeping Current Affairs	Ch 10
Oct Nov	29 – 4	Food and Beverage Current Affairs	Ch 11
	5-11	Property Operation & Maintenance Current Affairs	Ch 12
	12-18	Personal Safety and Property Security Current Affairs	Ch 13
	19-25	Franchise Agreements & Management Contracts Managing in the Global Hotel Industry	Ch 14 Ch 15
Nov Dec	26 – 2	Presentations	
	3-9	Presentations and Review	
	7-18	FINAL EXAM PERIOD	

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6th edition (2009)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.