

COURSE OUTLINE
Thomas Mayburry
5/10/2007

DEPARTMENT:	Professional Technical Education
CURRICULUM:	BAS/Hospitality Management
COURSE TITLE:	Lodging Operations
COURSE NUMBER:	HMG 311
TYPE OF COURSE:	Lecture
COURSE LENGTH:	1 quarter
CREDIT HOURS:	3
LECTURE HOURS:	33
LAB HOURS:	0
CLASS SIZE:	30
PREREQUISITES:	Students must be enrolled as BAS students in the Hospitality Management Program or approved by instructor

COURSE DESCRIPTION: This is a survey class consisting of a breakdown of each hotel department by function and personnel. The concepts of yield management and revenue management are presented in depth. This course also carries national certification from the American Hotel and Lodging Association (AHLA). Certificates issued by the AHLA are in addition to credits earned for successful completion of the course and are widely recognized throughout the hospitality industry.

STUDENT LEARNING OUTCOMES ADDRESSED:

1. Personal Responsibility - Demonstrate the ability to be timely, responsible for tasks assigned as well as working independently, value one's own skills and abilities and value intellectual inquiry and ethical behavior. Be motivated in the pursuit of gaining more knowledge of the Hospitality Industry.
2. Computation - Use arithmetic and other basic mathematical operations as required by program of study. Apply quantitative skills for academic and career purposes. Specifically in this course the student will need to understand basic algebraic concepts such as fraction and percents.
3. Human Relations - Use social interactive skills to work in groups effectively. Recognize the diversity of cultural influences and values of peers, colleagues, and

the Hospitality Industry overall. Students will have the opportunity to work in a group setting with peers of different ethnicity. Therefore, students will be required to interact in a professional manner at all times.

4. Critical Thinking and Problem Solving - This course requires students to critically analyze spread sheets and financial statements for the purpose of forecasting and yield and revenue management.
5. Information Literacy - Access and evaluate information from a variety of resources, including research in the library, various website searches, reading textbooks, and from peer discussion. Students will be sharing their information through formal and informal class discussion and a formal presentation.
6. Communication - Read and listen actively to learn and communicate. Speak and write effectively for personal, academic, and career purposes. In this course, students will read assigned each assigned chapter, listen to demonstrations by the instructor, and communicate with peer information gathered by research.
7. Technology - Select and apply appropriate technology tools for personal, academic, and career tasks. Students in this course will utilize technology for reading and analyzing spreadsheets and understanding revenue management.

PROGRAM OUTCOMES:

1. Read and analyze financial statements and budgets
4. Utilize computer technology
8. Manage and implement daily operations of a hospitality enterprise
10. Demonstrate knowledge in personal skills as it pertains to the hospitality industry including professional business etiquette and ethics
11. Apply basic principals of management and leadership and also recognize diversity of cultural influences and values

GENERAL COURSE OBJECTIVES:

At the end of the course the student will be able to:

1. Describe how the hospitality industry is structured including the size, target markets, levels of service, ownership and affiliation, and reasons for traveling.
2. Explain how a hotel and the front office are organized.
3. Trace the progress of the guest through the guest cycle and explain how front office system, forms, structure, equipment, and technology help support each phase of the cycle.
4. Identify the types of reservations, how reservations are made, and how reservations are confirmed and maintained.
5. List the tasks involved in the registration function.
6. Outline front office responsibilities, focusing on communications, guest services, guest relations, and security functions.
7. Describe accounting fundamentals and analyze basic front office financial statements.

8. Summarize the procedures involved in checking a guest out and settling his or her account.
9. Explain how a night audit works and what functions it serves.
10. Identify basic management functions and how they affect the front office when setting rates, forecasting room availability, budgeting, and evaluating operations.
11. Measure yield using revenue management formulas and explain the various components of revenue management.
12. List the human resource tasks involved in the front office functions of recruiting, selecting, hiring, orienting, skills training, staff scheduling, and staff motivation.

REVISED BY:
DATE: 5/10/2007