



## STH 310 – Hotel Operations

Department of Marketing, Entrepreneurship, Hospitality & Tourism  
Fall 2017 | Bryan 204 | MWF 11am-11:50am

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Exploration of hotel management and operations. Topics include revenue-management, forecasting, budgeting, measuring operational and employee performance, ethics, and property management technology.

**Instructor:** Tiffany Reynolds

**Office:** 476 Bryan Building **Office Hours:** M,W 1pm-2pm, and by appointment

**E-mail:** [tmreyno3@uncg.edu](mailto:tmreyno3@uncg.edu) \*Email is the best way to reach me\*

### Class Materials

**Hotel Operations Management, 3<sup>rd</sup> Edition by Hayes, Ninemeier & Miller. ISBN: 9780134337623**

*I do not believe that you need to purchase the book to be successful in the course, however, reading the chapters will help to understand concepts in more depth, or catch up in the event you miss a class.*

### Student Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Describe the guest cycle and its relationship to hotel organization.
2. Identify the functions, procedures, tasks, and duties of all hotel departments.
3. Explain the role of the property management system in hotel operation.
4. Describe the process of creating and maintaining front office accounts.
5. Summarize the steps in the front office audit process.
6. Apply methods, such as room rate settings, forecasting availability and overbooking, and yield management to maximize hotel profits.
7. Explain a sustainable lodging operation and its relationship to three dimensions of sustainable development.
8. Apply the concept of sustainability into the hotel function areas, including the front office, housekeeping, food and beverages, human resources, marketing, and purchasing.



### Academic Integrity Policy

Each student is required to follow the Academic Integrity Policy on all work submitted for the course. Refer to the UNCG Undergraduate Bulletin or go to: <http://sa.uncg.edu/handbook/academic-integrity-policy/>

### Attendance Policy

Regular attendance and participation is expected for each class. We will have discussion and complete in-class exercises which will represent a portion of your final grade. Should a situation arise that will require you to miss more than one class, please contact me PRIOR to the class(es) that will be missed. If you miss class, you will still be responsible for all the material covered in class.

### Classroom Expectations

Please remember that this course is part of the Bryan School of Business and Economics, therefore, students are to act as business professionals. This includes coming to class prepared and on time. **Use of cellphones and other electronic devices is prohibited.**

### Communications:

Please use only your UNCG email account for this course and check your account regularly. Instructions, clarification and other information will be made available so please be sure to check your account regularly.

Email is the best way to contact me. When emailing, include the course name/designator and your full name in the correspondence. I will typically respond to all email correspondence within 24 hours. If you have a question regarding an assignment and are emailing less than 48 hours in advance of the deadline, I cannot guarantee that you will receive a response on time, so please plan accordingly.

**Assignment Policies:**

All assignments are expected to be turned the date and time they are due. Late assignments will result in a reduction of one letter grade each day they are late. Assignments more than three days late will not be accepted.

A variety of assignments and formats for assignments will be used and directions for each will be discussed in class. If you have any questions regarding assignments, please seek guidance early.

**Course Structure & Activities**

The class consists primarily of lecture and in class discussions and activities. Students will also be visiting local hotels for observation of various departments.

**Guest Speakers**

We will have a number of speakers that will visit our class. These speaker visits will typically occur on Fridays and students must attend and complete a one page assignment for each speaker. The one page assignment will only be accepted if you are in class for the speaker’s entire presentation. Active engagement and business casual attire is required (no jeans, t-shirts, shorts, etc). (SLOs 1-8)

**Job Shadow Experience**

Each student will be required to complete a two hour job shadow exercise at a local hotel the week of September 25. Following the job shadow, will complete an assignment related to their experience. More details to come on this topic. (SLOs 1-8)

**Exams**

Two exams will comprise a combined 25% of your final grade. Exams will cover all assigned material & all topics/exercises covered in class. If you are going to be missing a scheduled exam, please speak with me PRIOR to the exam date. Make up exams will not be given. (SLOs 1-8)

**Simulation Software**

We will have the opportunity to work with RevSim simulation software. Use of this training will require your regular attendance in class. As we proceed through the simulation, you will keep a journal to outline decisions and learnings. At the conclusion of our time with the RevSim software, students will submit a 2-3 paper outlining what they have learned. This will be worth 150 points. Any student that misses more than two labs will forfeit the 150 points for this assignment. No make ups will be accepted. (SLOs 1-8).

**Final Exam**

The final exam will represent 25% of the course grade and will consist of analyzing completing a hotel critique. Additional information to follow. (SLOs 1-8)

**Grading:**

The following is a breakdown of each portion of your grade:

Points	Description
150	Hotel Job Shadow Experience
250	Exams
150	RevSim Diary & Paper
200	Tours/Guest Speakers /Misc (including Bryan Back to Business Event)
250	Final Exam
1000	Total Points Available

Grade/Points	Grade/Points	Grade/Points	Grade/Points	Grade/Points
A+: 1000-970	B+: 899-870	C+: 799-770	D+: 699-670	F: <600
A: 969-930	B: 869-830	C: 769-730	D: 669-630	
A-: 929-900	B-: 829-830	C-: 729-700	D-: 629-600	

**Course Schedule**

The following is a typical schedule for this course and is subject to change:

Wk #	Dates	Topic	Activities
1	Aug 16 W Aug 18 F	Course Intro Industry Overview	
2	Aug 21 M <b>Aug 23 W</b> <b>Aug 25 F</b>	Hotel General Managers <b>No Class August 23</b> <b>HOTEL SITE TOUR: 11:30am – 2pm</b> <b>Greensboro Downtown Marriott</b>	
3	<b>Aug 28 M</b> Aug 30 W <b>Sept 1 F</b>	<b>Bryan Back to Business Event (9am – 7pm) 10pts</b> Guest Service Imperative <b>Guest Speaker (Dawn Williams, Daily Seven)</b>	<b>No Class for B2B Event</b> Social media/guest comment review
4	<b>Sept 4 M</b> Sept 6 W Sept 8 F	<b>No Class Sept 4</b> Accounting	Read P&Ls Discuss budgeting Accounting Exercises
5	Sept 11 M Sept 13 W Sept 15 F	Revenue Management	Review Star Reports
6	<b>Sept 18 M</b> Sept 20 W <b>Sept 22 F</b>	Sales & Marketing Front Office <b>Speaker (Ann Allen, Marriott)</b>	Guest Profile NBF Exercises
7	<b>Sept 25 M</b> <b>Sept 27 W</b> <b>Sept 29 F</b>	<b>Housekeeping Job Shadows</b>	<b>Class will not meet this week</b>
8	Oct 2 M <b>Oct 4 W</b> <b>Oct 6 F</b>	Housekeeping <b>Speaker (Tyler from McNealy Pest Control)</b> <b>No Class October 6</b>	<b>Job Shadow Assignment Due October 4th</b>
9	Oct 9 M Oct 11 W Oct 13 F	<b>No Class October 9</b> Maintenance	
10	Oct 16 M Oct 18 W <b>Oct 20 F</b>	Maintenance Safety and Security <b>Speaker (Officer Smith, Greensboro PD)</b>	
11	Oct 23 M Oct 25 W <b>Oct 27 F</b>	Food & Beverage <b>Speaker (TBD)</b>	
12	Oct 30 M Nov 1 W Nov 3 F	RevSim	Set Up, Explanation & Practice
13	Nov 6 M Nov 8 W Nov 10 F	RevSim	Jan, Feb, Mar
14	Nov 13 M Nov 15 W Nov 17 F	RevSim	Apr, May, Jun
15	Nov 20 M Nov 22 W Nov 24 F	RevSim <b>No Class Nov 22 &amp; 24</b>	July, Aug, Sept (Q3)
16	Nov 27 M Nov 29 W	RevSim	Oct, Nov, Dec (Q4)
		<b>Final Exam</b> <b>Monday, December 4<sup>th</sup> 12pm-3:00pm</b>	