CAPILANO UNIVERSITY

FACULTY OF GLOBAL AND COMMUNITY STUDIES			
COURSE OUTLINE			
Term:	*Fall 2015*	**Instructor:**	
Course No:	*TOUR 451*	**Office:**	
Course Name:	*Hotel Operations II*	**Telephone:**	
Credits:	*3*	**E-mail:**	
Classroom/Lab:		**Office Hours:**	
Scheduled:			

COURSE FORMAT: 3 hours per week for 15 weeks, plus fourth hour activities

PREREQUISITES: 75 credits of 100 level or higher coursework including TOUR 251 and TOUR 252

FOURTH HOUR: A fourth hour of instruction is delivered in a variety of ways which may include: on-line instruction, small group meetings with faculty, tutorials, etc. Fourth hour activities for this course will entail completing ongoing assignments related to industry-oriented professional development for hoteliers, including possible field trips.

COURSE OUTCOMES: The course looks at the decisions hotels need to make in order to run efficient, competitive, lean and profitable operations. Students will build upon the learning outcomes of Hotel Operations I: Food & Beverage and Hotel Operations I: Rooms Division, and connect those divisions as interrelated operations, while also adding in other services such as spa, health club, golf and so on. This course has more focus on management skill sets, including strategic management and financial planning than the Operations I courses. Students will explore how operations contribute to the achievement of a hotel's strategic goals. Students will look at the operational requirements of different types of accommodations, including standards, design, cost controls, sales, income, and labour costs.

STUDENT LEARNING OUTCOMES: Upon successful completion of this course, students should be able to demonstrate competence in the following abilities and skills:

LEARNING OUTCOMES
1. Articulate how the operations function contributes to the achievement of a hotel's strategic goals, and how the various divisions of the hotel interrelate.
2. Evaluate and apply appropriate techniques in order to manage revenue, control costs, measure quality, ensure safety and maintain consistency in a hotel or resort
3. Evaluate and apply appropriate techniques such as process flowcharting to analyze processes in all functional areas of a hotel or resort
4. Critically evaluate operations processes within hotels, develop solutions for operational problems, and create a business case for why added services or various product development strategies are good for profitability.
5. Manage crisis situations in a hotel or resort context.

EVALUATION PROFILE:

Assessment	% of Final Grade	Individual/Group
Assignment #1	10%	I
Test #1	15%	I
Assignment #2	15%	I
Test #2	15%	I
Assignment #3	25%	G
Final Exam	20%	I
Total	**100%**	

GRADING PROFILE:

A+=90-100%	B+ = 77-79%	C+ = 67-69%	D = 50-59%
A =85-89%	B = 73-76%	C = 63-66%	F = 49% or less
A-=80-84%	B- = 70-72%	C- = 60-62%	

GRADING STANDARDS:

A+   **All aspects of the work submitted are to exceptional standards.**
Comprehensively researched, clear and concise, extremely well structured and designed, with a diverse and exhaustive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates enlightening, insightful, and/or original thinking of the topics. Presented to the highest standards (e.g.: references, style, grammar, length).

A   **All aspects of the work submitted are to excellent standards.**

Thoroughly researched, clear and concise, excellently structured and designed, with an extensive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough and comprehensive understanding of the topics. Presented to very high standards (e.g.: references, style, grammar, length).

B   **All aspects of the work submitted are to good standards.**
Accurately researched, clear discussion, well structured and designed, with a good range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough understanding of the topics. Presented to high standards (e.g.: references, style, grammar, length).

C   **All aspects of the work submitted are to satisfactory standards, or (C-) a marginal pass.**
Sufficiently researched, providing good discussion, reasonably well structured and designed, with an acceptable range of evidence (e.g.: literature, other data) used effectively. Demonstrates satisfactory understanding of the topics. Presented to reasonable standards (e.g.: references, style, grammar, length).

D   **Work submitted earns a minimal pass.**
Insufficiently researched, needs improvement in flow and design, and/or level of detail, with a limited range of evidence (e.g.: literature, other data) used. Demonstrates rudimentary understanding of the topics. Presented to basic standards (e.g.: references, style, grammar, length).

F   **All aspects of the work submitted are below adequate standards.**
Research, flow and design, and/or level of detail are unsatisfactory, with an insufficient range of evidence (e.g.: literature. Other data) used. Demonstrates unfamiliarity with the topics. Presented to below adequate standards (e.g.: references, style, grammar, length).

REQUIRED TEXT and OTHER RESOURCES:
Ninemeier, J. (2014). *Planning and Control for Food and Beverage Operations (8th ed.).* Prentice Hall.
        (Also used in TOUR 251.)
Ninemeier, J. (2007). *Hotel Operations Management (2nd ed.).* Prentice Hall.
        (Also used in TOUR 252.)

Other materials will be provided by the instructor.

COURSE CONTENT/SCHEDULE:

WEEK	TOPIC(S)	REQUIRED READINGS/ ACTIVITIES
1	Hotel Organizational Structure	
2	Rooms Operations	
3	Housekeeping, Engineering & Security	**Assignment #1**
4	Food and Beverage Operations	
5	Hotel Marketing	**TEST #1**
6	Demand Management	
7	Demand Management, CRM & Forecasting	
8	Financial Control & Information Management	**Assignment #2**
9	Financial Control & Information Management continued	
10	Designing Hotel Products & Processes	**Test #2**
11	Designing Hotel Products & Processes: Hotel case studies	
12	Case Studies in Hotel Management Operations	
13	Case Studies in Hotel Management Operations	**Assignment #3**
14 - 15	**FINAL EXAM PERIOD**	**Final Exam**

UNIVERSITY POLICIES:

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

In addition to the policies of the university, the Faculty of Tourism and Outdoor Recreation has the following policies governing the management of classes and curriculum.

FACULTY POLICIES:

Attendance: Regular class attendance, and participation in course activities and assignments, is expected and likely essential to successfully achieving the course learning outcomes. Students are responsible for any and all content and instructions communicated during scheduled classes, in course handouts, and (if applicable) via course email and web sites. In cases where participation by all students is essential for conducting the planned instructional activities, attendance may be mandatory. In all cases, the attendance expectations and any penalties for missing instructional activities shall be clearly articulated on the course outline.
Attendance for weekend courses is mandatory.
No exemption from class time will be granted without appropriate medical documents or a proven emergency. Should a student choose to be absent they will receive a 15% deduction off the total final grade in the course for any day/or portion thereof missed. Students are required to make up all class work for which they were not in attendance.

Professional Behaviour:	Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary. Students should have respect for equipment and systems. Students should display a constructive response to criticism. Professional behaviour includes appropriate language use. Appropriate language use involves using respectful, moderate, and inclusive language at all times.
Cheating and Plagiarism:	Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Library, the Writing Centre and is published on the University website.
Penalties for Cheating and Plagiarism:	A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (See the University website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.
Missed Exams or Quizzes:	Will receive a grade of "0" unless **PRIOR** arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. **A doctor's certificate, or other proof supporting the reason for the absence, may be required.**
English Usage:	All assignments are marked for correct English usage, proofreading and formatting, **up to a maximum of 15% of the total mark for that assignment.**
Assignments:	Homework assignments are due at the **start of class** on the due date unless otherwise advised by your instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.
Programmable Tools:	The use of programmable items such as calculators, and dictionaries etc. is forbidden during tests, quizzes, and exams. Cell phones are not to be brought to any test, quiz, or exam.
Incomplete Grades:	Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the exam period.
Copyright Policy:	Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published on the University website.