

FACULTY OF GLOBAL AND COMMUNITY STUDIES		
COURSE OUTLINE		
Term:	<i>Fall 2015</i>	Instructor:
Course No:	<i>TOUR 252</i>	Office:
Course Name:	<i>Hotel Operations I: Rooms Division</i>	Telephone:
Credits:	<i>3</i>	E-mail:
Classroom/Lab:		Office
Scheduled:		Hours:

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

PREREQUISITES: 15 credits of 100 level or higher coursework including TOUR 111 or REC 111 or TOUR 160

FOURTH HOUR: Fourth hour activities for this course may include on-line instruction, small group meetings with faculty, tutorials, field trips, or industry events.

COURSE OUTCOMES: The rooms division is the heartbeat of the hotel, and employees in the rooms division are crucial to a hotel's success. In this course, students will be exposed to a 360 degree view of how a hotel works. The course looks at the decisions hotels need to make within the rooms division in order to run efficient, competitive, lean and profitable operations. This course addresses front of house areas (including front desk, concierge, guest services), and back of house areas (including housekeeping, sales and marketing, engineering/maintenance, security), and the connections between them. This course will also prepare students to work at the Front Desk in a hotel. This course combined with TOUR 251 provides the same theoretical foundation as TOUR 250, with additional content related to the Rooms Division of hotels.

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

LEARNING OUTCOMES
<ol style="list-style-type: none"> 1. Understand key concepts such as average length of stay, arrival/departure patterns and physical layout of properties 2. Explain the needs of different types of guests such as business travelers, leisure travelers, and tour groups 3. Demonstrate an understanding of the importance of operations management to the success of the Rooms division of hotels, with a focus on financial management issues such as accounting and revenue management. 4. Apply various quality techniques in order to measure quality, ensure safety and maintain consistency. 5. Apply techniques such as process flowcharting to analyze processes in all functional areas of the Rooms division 6. Students will be able to explain the relationships between customer expectations, corporate strategies, and a hotel business's core competencies. 7. Demonstrate strong communications and interpersonal skills

EVALUATION PROFILE:

Assessment	% of Final Grade	Individual/Group
Assignments (3 @ 5% each)	15%	I
Case Study – Part 1	20%	I
Case Study – Part 2 (Written and Presentation)	25%	I and G
Mid-term	15%	I
Final Exam	25%	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. (2007). *Hotel Operations Management (2nd ed.)*. Prentice Hall.

Reading Package

COURSE CONTENT/SCHEDULE:

WEEK	TOPIC(S)	REQUIRED READINGS/ ACTIVITIES
1	Introduction to Operations Management in the Rooms Division	
2	Quality Management and Process Improvement for Hotels	
3	Demand Management, CRM and Forecasting for Hotels	Assignment
4	Lean Thinking for the Hospitality Industry Management, Supervision and Service Skills	
5	Midterm Human Resources Issues for Rooms Division	Midterm
6	Accounting for Rooms Division	
7	Revenue Management for Rooms Division	Assignment
8	The Sales and Marketing function of Rooms Division Front Office Operations	
9	Front Office Operations, cont. Housekeeping Operations	Case Study – Part 1
10	Facility Engineering and Maintenance Operations Safety and Property Security	
11	Integrated Infrastructures and Enterprise Resource Planning (ERP)	Assignment
12	Key Performance Indicators and benchmarking	
13	Presentations	Case Study – Part 2
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 in 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.