



CAPILANO UNIVERSITY

COURSE OUTLINE		
TERM: Fall 2019	COURSE NO: TOUR 451	
INSTRUCTOR:	COURSE TITLE: Hotel Operations II	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams. This course may be offered in mixed-mode format.

COURSE PREREQUISITES

60 credits of 100-level or higher coursework

CALENDAR DESCRIPTION

Building on content from previous operations courses students continue to develop knowledge of operations through the core divisions and add other ancillary areas such as spa, health club and golf. This management focused course looks at operations from a strategic standpoint analyzing requirements of different styles of accommodations including standards, design, cost controls, sales, income and labour costs.

REQUIRED TEXTS AND/OR RESOURCES

Required license for RevSim Hotel Simulation

No textbook is required. Lists of readings will be distributed during the semester detailing what should be read regarding each sub-topic's material. This list provides a synopsis of some of the key readings.

Hayes, D. K., & Ninemeier, J. D. (2006). *Foundations of lodging management*. Upper Saddle River, N.J.: Pearson/Prentice Hall, c2006. (on hold at library)

Hayes, D. K., & Miller, A. (2011). *Revenue management for the hospitality industry*. Hoboken, N.J. : Wiley : Published simultaneously in Canada. (on hold at library)

Ninemeier, J. (2007). *Hotel Operations Management (2nd ed.)*. Prentice Hall.

Ninemeier, J. (2014). *Planning and Control for Food and Beverage Operations (8th ed.)*. Prentice Hall.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

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. Determine the process to manage several crisis scenarios in a hotel or resort context.

COURSE CONTENT

WEEK	TOPIC(S)
1	Hotel Organizational Structure <ul style="list-style-type: none"> • Lodging terminology • Measuring hotel performance
2	Rooms Operations <ul style="list-style-type: none"> • Guest Services • General Manager functions • Staffing the Lodging operations
3	Demand Management, CRM, & Forecasting <ul style="list-style-type: none"> • Forecasting Demand • Inventory Management, Pricing • Reservations, Registration
4	Demand Management <ul style="list-style-type: none"> • Revenue Management • Distribution Channels
5	Hotel Sales and Marketing <ul style="list-style-type: none"> • STR Reports • Market Segmentation • Price Sensitivity
6	Hotel Sales and Marketing- Cont'd <ul style="list-style-type: none"> • STR Reports • Market Segmentation • Price Sensitivity

7	Food & Beverage Operations <ul style="list-style-type: none"> • Room service • Banquets • On property Restaurant
8	Housekeeping & Security
9	Maintenance & Engineering
10	Financial Control & Information Management
11	Designing Hotel Products & Processes: Hotel Case Studies
12	Hotel Management Operations: Case studies
13	Business Case presentations
14-15	Final Exam Period

EVALUATION PROFILE

Assessment	% of Final Grade
Assignment #1	10%
Test #1	15%
Assignment #2	15%
Test #2	15%
Assignment #3	25%
Final Exam	20%
Total	100%

ASSIGNMENTS

The assignment structure for this course is determined by the instructor in accordance with the learning outcomes outlined above. Please refer to the course syllabus and Moodle site for a detailed breakdown.

Presentations: This course may include a presentation component, which may be an individual or group assignment (e.g. in-class debate, academic poster, research presentation). Detailed instructions will be provided in class and on Moodle

Tests and Quizzes: This course will include a combination of quizzes and tests (e.g. pop quiz, midterm exam). The format of tests and quizzes will be determined by the instructor and may include a combination of true/false, multiple choice, short answer, matching, and essay questions.

Assignments: This course will include a combination of short written assignments (e.g. request for proposal responses, primary source analysis, article review) and/or longer assignments such as a business plan.

Final Exam: The course will include a final exam that may be drawn from all class materials. The final exam may be cumulative (please consult with your instructor). The final exam will be scheduled at a date to be determined by the Registrar's Office. Please plan to be available to write the final exam at any point during the final exam period. If you must make travel arrangements, assume that the final exam will be held on the final day of the exam period, and plan accordingly.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades: Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments: Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand. See course syllabus for penalties associated with late assignments.

Missed Exams/Quizzes/Labs etc.: Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Rescheduling will not be allowed for reasons such as holidays or work conflict, nor shall re-scheduling be possible after exams have been graded and returned. Please consult with your instructor. Final Exams are to be written on the date and time scheduled.

Attendance: Students are expected to attend all classes and associated activities. Attendance is mandatory if the delivery of this course is through a weekend based format. See course syllabus for penalties for missed classes associated with weekend courses.

English Usage: Students are expected to apply proper academic English and proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for note-taking only and for the hotel simulation.

On-line Communication: Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

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

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and

Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

DEPARTMENT OR PROGRAM OPERATIONAL DETAILS

See Course Syllabus and Moodle for more details