



**Mount Saint Vincent University**  
**Department of Business Administration and Tourism and Hospitality Management**  
**THMT 2221 (01, 16, 18) Hotel Management**  
**Fall 2020**

**Instructor: Candace Blayney**

**Seminars: Monday & Wednesday 1:30 – 3:30 p.m. Note: Start date: October 14, 2020 – condensed**

**Room: Online Synchronous**

**Office Hours: Tuesdays and Thursdays 2:00 – 4:00 p.m. or by appointment**

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**Course Description: Hotel Management 0.5 unit**

*Prerequisite: THMT 1101*

An introduction to the complexities of hotel management. The history of hotel management will be explored as a context for modern management trends. The hotel system, including lodging operations, marketing, food service, and financial operations, will be studied to understand the scope of responsibility held by general managers.

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**Course Text:**

Hayes, D., Ninemeier, A. & Miller, A. (2017). *Hotel Operations Management*, 3<sup>rd</sup> Edition. Pearson: Boston.

Students should access the current textbook. Using old textbooks can negatively impact your grade and ability to complete assignments and tests.

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**Suggested Readings and websites:**

Not all the information discussed in class will be taken directly from the textbook so it is essential to attend class and take notes. Please check Moodle on a regular basis for any supplemental readings and/or assignments. Class will use of a variety of material from textbook, case studies, videos, class activities, class discussion and guest speakers. This is a very hands on course and participation is mandatory.

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**Assessment/Evaluation:**

Topic	Percentage of grade	Due Date
Midterm	20%	The midterm will be online and available for 24 hours from 8:00 a.m. on Nov 4 to 8:00 a.m. on Nov 5.
Mini Assignments	25%	Assigned during the course with various due dates.
Research Assignment	25%	November 30 at 4:30 p.m. Uploaded to Moodle
Final Exam	30%	To be scheduled by the Registrar during exam period
<b>Total</b>	<b>100%</b>	

All papers in this course must use the APA format for citing sources of information unless your instructor indicates otherwise.

This is a fast moving and interactive course that requires class discussion. Attendance is **expected** of students at all classes and non-attendance will adversely affect your participation grade. Students should be aware that mere attendance is not participation. Participation can include classroom discussions, in-class work and/or work in Moodle. Course material and information is posted on the Moodle website. Students should be aware that the Moodle system has the capability to track student visits to the course website. This capability provides the professor with some indication of how active students are in the course, and the instructor may periodically use this information to assess students' engagement with course material.

The Undergraduate Level Grading Scheme 2.2.20 can be found through this link:

<http://www.msvu.ca/en/home/programsdepartments/academiccalendars/undergradprograms/regulations/gradingexaminations.aspx>

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#### **Exams:**

Final exams will be scheduled by the Registrar office during the exam period.

The Examination Policy 2.2.21 can be found through this link:

<http://www.msvu.ca/en/home/programsdepartments/academiccalendars/undergradprograms/regulations/examinationpolicy.aspx>

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#### **Penalties:**

Deadlines for assignments will not be adjusted unless you have a valid reason, and in cases of illness, a note from a doctor will be required. If you have a personal emergency, you will need to notify me as soon as possible and each situation will be assessed by me on a case-by-case basis in consultation with the Department Chair as to whether or not deadlines will be extended. Missed deadlines may/will result in **25%** penalty.

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#### **Assignments:**

##### **1. Mini Assignments:**

There will be five Moodle Assignments each valued at 5%. They will be assigned during the Collaborate class sessions and posted on the Moodle site for uploading. The purpose of these activities is to bring some current issues into the class discussion and to check for an understanding of the course concepts. **Late assignments will not be marked.**

##### **2. Project: Research Assignment: Value 25% Due: November 30, 2019**

Research paper: There will be one research paper that is due November 30. The paper will be completed in teams and a peer evaluation will be used to distribute the grades. The topic of the report is on recent trends in the hotel industry, particularly the use and impact of the **Internet and social media**. The paper should include an examination of **academic journals** and address such issues as:

1. Current trends in the hotel industry? Statistics to support the statements.
2. What are the implications of these trends on hotel managers? Any ethical or legal issues?
3. How are these trends impacting customer purchasing of hotel products? Impacting service levels or customer satisfaction.
4. What do you see as the future use of technology in the hotel industry?
5. What will be the impact of COVID-19 on the hotel industry? Recovery times?
6. Other issues you wish to add that pertain to the hotel industry.
7. Recommendations or suggestions for the future – specific actions that a hotel manager could take to improve operations.

**Please do not conduct any interviews or surveys in this project.**

The paper should be 6 to 8 pages in length, not including the title page and references. Double spaced, 12 pt. font and use of APA. There should be citations in the paper to indicate research and it should have an introduction and conclusion. Minimum of 6 references. Please ensure all team member names and ID are on the Title page.

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### **Learning Passport:**

This initiative is designed to encourage you to learn by participating between September 17 to November 25 2020 in select activities within the Business and Tourism Department, MSVU, and the broader community. Twenty-minute information sessions will be held *September 17 and 18 – delivery mode TBA*. Your passport must be submitted on or before November 25 to be eligible for bonus points. A list of activities as well as any special requirements and instructions can be found on the LP Moodle site.

Learning Passport dates: Fall Term: September 17 to November 25 2020.

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### **Use of Course Material:**

As a student in this course you should observe the following:

- Course material to which you are granted access in this course is only to be used for this course.
  - Material that you submit as part of the requirements of this course cannot be used to complete the requirements of another course, without the expressed permission of the instructor of the second course. This constitutes cheating as stated in the Academic Calendar.
  - Students do not have permission to upload course material to any external websites or share with others, unless expressly permitted to do so by the instructor. If you require further clarification about using materials from this course in other contexts, please contact the instructor.
  - Under no circumstances are students permitted to provide anyone not registered in this course with access to the Mount Online course site established for the course.
  - Only students registered in this Mount Online course site are permitted to view, download, upload, comment or otherwise participate in this course site.
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### **Notes:**

- Regular attendance is expected of students at all classes.
- Students requesting special consideration as a result of a conflict with a deadline for an assignment or an examination must do so in advance of the relevant deadline.
- Students who have a disability and who require academic accommodations must register with Accessibility Services as early as possible in order to receive accommodations. <http://www.msvu.ca/Accessibilityservices>
- Requests for accommodation of specific religious or spiritual observance must be presented in writing to the instructor within the first two weeks of class.
- University regulations on plagiarism and cheating and other academic offenses will be strictly enforced. These regulations including applicable procedures and penalties are detailed in the University Calendar and are posted on department notice boards and on the website at [www.msvu.ca](http://www.msvu.ca) on the Current Students page under Academic Offenses.
- Correct use of language is one of the criteria included in the evaluation of all written assignments.
- Students who conduct research involving human participants must have their research reviewed in accordance with the MSVU Policies and Procedures for Ethics Review of Research Involving humans before starting the research. Check with your course professor or Chair of the department about proper procedure.
- If a faculty member wishes to change a course outline after the start of classes, this can only be done with reasonable notice to the class. After the deadline to register/add a course, changes to the timing, number, and weighting of assignments and examinations need the approval of the Dean.
- All students, including those in labs and pass/fail courses, must receive written feedback from instructors before the deadline for withdrawing without academic penalty. This requirement does not apply to practica, co-ops and internships.

- No tests or examinations worth more than 20% of the course grade shall be held in the last two weeks of classes in the Fall/Winter semesters
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#### HELPFUL MSVU ONLINE RESOURCES FOR YOU:

- Mount website: <http://www.msvu.ca>
  - **IT Services:**
    - Website: <http://www.msvu.ca/en/home/student services/itservices/default.aspx>
    - [helpdesk@msvu.ca](mailto:helpdesk@msvu.ca)
    - 902-457-6538 during normal business hours
    - 902-457-6788 during evenings and weekends
    - 902-457-6601 from the computer lab phones
    - Monday to Thursday, 8:30am - 8:00pm, EMF Lower Level
    - Friday, 9:00am - 5:00pm, EMF Lower Level
  - **Teaching and Learning Platform:**
    - Moodle: <https://www.msvu.ca/en/home/programsdepartments/tlcol/MoodleCollaborate/default.aspx>
    - Moodle login: <http://moodlelive.msvu.ca>
    - Moodle Student Guide: <http://moodlelive.msvu.ca/mod/resource/view.php?id=34234>
  - **Online Learning support**
    - General Inquiries [onlinelearning@msvu.ca](mailto:onlinelearning@msvu.ca)
    - Mount Online Support [online@msvu.ca](mailto:online@msvu.ca)
    - Phone 902-457-6511
    - Toll-Free 1-800-665-3838
  - Student email: <https://www.msvu.ca/en/home/student services/itservices/outlookwebaccess.aspx>
  - Assisi Information Centre: (902) 457-6788
  - Parking/Security: <https://www.msvu.ca/en/home/aboutus/safety-security/parking/default.aspx>
  - Undergraduate Academic Calendar: <http://www.msvu.ca/calendar/undergraduate.asp>
  - Library: <http://www.msvu.ca/library/>
  - Writing Resource Centre:  
<http://www.msvu.ca/en/home/student services/academicadvisingsupport/writingresourcecentre/default.aspx>
  - Student Services: <http://www.msvu.ca/en/home/student services/default.aspx>
  - Class Cancellation Line: (902) 457-6566 and website: <http://www2.msvu.ca/classcancellation/Pages/index.aspx>
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Mount students registered in the Business or Tourism Programs are considered members of the **Halifax Chamber of Commerce** and have access to information and great offers, including but not limited to:

- Join one (or many!) of our 100+ [events](#) and make connections to the business community. These businesses are the companies that will be looking to hire students, like yourself, in the future!
- [Discounts](#) from our many Benefit Providers including Home & Auto insurance with TD Insurance.
- Access to our Member [Directory](#), a great way to connect with local businesses.
- [M2M Marketplace](#) offers.

**Seminar Schedule/Weekly Outline: Classes are Mondays and Wednesdays 1:30 – 3:30- p.m. online**

<b>Date</b>	<b>Topic</b>	<b>Items Due</b>
Week 1 Oct 14	Course Introduction - review course outline, assignments and expectations. Taking notes and preparing for class. Chapter 1 Overview of the Hotel Industry	Read Chapter 1 and review PPTS
Week 2 Oct 19 & 21	Chapter 2 The Guest Service Imperative Chapter 3 The Hotel General Manager Chapter 4 General Managers are Leaders	Read Chapters 2, 3 & 4 and review PPTS
Week 3 Oct 26 & 28	Chapter 5 Human Resources Chapter 6 Accounting Chapter 7 Revenue Management	Read Chapters 5, 6 & 7 and review PPTS Prepare for Review by having access to all PPTS and recap questions.
Week 4 Nov 2 & 4	Chapter 8 Sales and Marketing Review for Midterm No class on Nov 4 <b>Midterm on Nov 4</b>	<b>The midterm will be online and available for 24 hours from 8:00 a.m. on Nov 4 to 8:00 a.m. on Nov 5.</b>
Week 5 Nov 9 – 13	No classes. Study Week	
Week 6 Nov 16 & 18	Chapter 9 The Front Office Chapter 10 Housekeeping Chapter 11 Food & Beverage	Read Chapters 9, 10 & 11 and review PPTS
Week 7 Nov 23 & 25	Chapter 12 Property Operations and Maintenance Impact of COVID-19	Read Chapters 12 and review PPTS.
Week 8 Nov 30 & Dec 2	Chapter 13 Personal Safety & Property Security Chapter 14 Franchise Agreements & Management Contracts	Read Chapters 13 & 14 and review PPTS <b>Research Paper Due November 30 at 4:30 p.m.</b>
Week 9 Dec 7 & 9	Chapter 15 Managing in the Global Hotel Industry Review for Final Exam	Read Chapter 15 and review PPTS