

Master Syllabus

HMT 1138 - Managing Lodging Operations

Division: Business and Public Services

Department: Hospitality Management

Credit Hour Total: 2.0

Lecture Hrs: 2.0

Prerequisite(s): HMT 1105AND HMT 1136

Date Revised: January 2013

Course Description:

This course provides an understanding of the General Manager's role in both small and large hotels. Addresses each department, including sales and marketing, maintenance, security, human resources. Features lodging green initiatives, revenue optimization, and a better understanding of the complexity with regard to overseeing an entire property.

General Education Outcomes:

- ▣ Critical Thinking/Problem Solving Competency
- ▣ Written Communication Competency

Course Outcomes:

Revenue Management

Explain the concept of revenue management and discuss how managers can maximize revenue by using forecast information in capacity management, discount allocation, and duration control.

Assessment Method: Locally developed exams

Performance Criteria:

The student will calculate a series of revenue management problems between 4 separate tests using formulas and a calculator within 1hr and 30minutes for each test at 70% accuracy

Problem Solving

Implement problem-solving techniques as they relate to day-to-day operations.

Assessment Method: Oral examination

Performance Criteria:

The student will solve 2 internal and 2 external issues based on a set of management scenarios within 5 minutes for each issue at 70% accuracy

Lodging Manager Functions and Coordination

Determine basic functions, coordination, and routines of the following department managers within a full service lodging property: Front Office Manager - Food and Beverage Manager - Human Resource Manager - Head of Security - Controller of Accounting - Sales and Marketing Manager - Executive Housekeeper - Reservations Manager.

Assessment Method: Portfolios

Performance Criteria:

The student will answer questions from 8 case studies in a written form to be submitted in a portfolio due week fourteen of the term with an average of 70% accuracy

Outline:

Human Resources and Training Challenges
Revenue Management
Guest Stay Information
Accounting and Financial Summaries
Sales and Marketing
Security and Administrative Offices