Course Name: Hotel Operations  
Instructor: Sheila Scott, Ph.D.  
Office: virtual  
Office Hours: Tuesdays 1:00-2:00 by phone or email, appointments available  
Email: Sheila.scott@ttu.edu  
(Email responses will be made within 24 hours or the next business day, during regular business hours, M-TH 9-5, Fri. 9-noon)  
Phone: office: 806-834-5194 – leave a voicemail and calls will be returned

REQUIRED TEXT & MATERIALS:  
- Ttu.hmbookstore.com ebooks: Guest Service Basics, Service Culture, Guest Services Manager, Executive Housekeeper, Chief Engineer, General Manager – the ebook bundle should be $79 through https://ttu.hmbookstore.com, see the instructions on Blackboard. Purchasing the bundle access through the TTU Bookstore will be considerably more expensive, as will accessing through HMBookstore directly. Purchase and access through the HMBookstore, and not https://ttu.hmbookstore.com, will result in the student not being included in the course roster and grades not being accessible by the instructor.  
- PowerPoints, Readings and Videos as assigned or provided by instructor

COURSE DESCRIPTION FROM CATALOG:  
Prerequisite: C or better in RHIM 2310 (concurrent enrollment allowed). Principles and practices of managerial functions relating to the operation of lodging facilities.

EXPECTED PROGRAM LEARNING OUTCOMES (PLOS) FROM PROGRAM:  
1. Communicate effectively and appropriately (orally and in writing).  
2. Prepare, maintain, analyze and utilize financial documents and data related to hospitality management organizations.  
3. Discuss, examine, and evaluate management practices in the hospitality industry.  
4. Define, discuss, give examples of, and examine ethical issues related to hospitality management organizations.  
5. Comprehend the social, multicultural, and environmental dimensions of issues facing professionals in hospitality management.

EXPECTED COURSE LEARNING OUTCOMES:  
At the conclusion of this course, student will be able to:  
- Outline major events that have taken place throughout the history of the hospitality industry (PLO 3, quizzes and exams)  
- Classify hotel brands by their market segments (PLO 3, quizzes and exams)  
- Discuss some of the recent trends impacting the US hotel industry (PLO 5, discussions)  
- Identify the key functions performed at a hotel front desk (PLO 3, quizzes, exams, discussions)  
- Explain the responsibilities and duties of front office management and staff (PLO 3, quizzes, exams, discussions)  
- List the fundamental steps of the hotel night audit process (PLO 3, quizzes and exams)  
- Calculate hotel operational statistics (PLO 2, quizzes and exams)  
- Describe the variety of tasks performed in the following hotel departments: front desk, sales, maintenance, and housekeeping (PLO 3, quizzes and exams)
ACTIVITIES AND GRADING STRUCTURE:

<table>
<thead>
<tr>
<th>Assessments</th>
<th>Value each</th>
<th>Total value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion Posts</td>
<td>3 @ 70</td>
<td>210</td>
</tr>
<tr>
<td>Course Intro Quiz</td>
<td></td>
<td>30</td>
</tr>
<tr>
<td>TTU.HMBookstore Module Quizzes (Drop the lowest grade)</td>
<td>19 @ 20</td>
<td>360</td>
</tr>
<tr>
<td>Module Exams</td>
<td>4 @ 75</td>
<td>300</td>
</tr>
<tr>
<td>Final Exam</td>
<td></td>
<td>100</td>
</tr>
<tr>
<td><strong>Total Possible Points</strong></td>
<td></td>
<td><strong>1000 points</strong></td>
</tr>
</tbody>
</table>

*See the Grade Distribution on Blackboard for Final Exam policies*

Extra Credit - See the extra credit opportunities on Blackboard under the Grade Distribution tab. No individual extra credit is available.

The course grade will be determined from the total accumulation of points:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Points Range</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90% - 100%</td>
<td>(900 - 1000 points)</td>
<td>Advanced, exceeds expectations and work has no or few errors</td>
</tr>
<tr>
<td>B</td>
<td>80% - 89.99%</td>
<td>(800-899.9 points)</td>
<td>Minimally exceeds expectations and work has limited errors</td>
</tr>
<tr>
<td>C</td>
<td>70% - 79.99%</td>
<td>(700-799.9 points)</td>
<td>Proficient, meets minimum expectations but demonstrates no extra effort</td>
</tr>
<tr>
<td>D</td>
<td>60% - 69.99%</td>
<td>(600-699.9 points)</td>
<td>Less than standard and falls below expectations</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 60%</td>
<td>(0-599.9 points)</td>
<td>Lack of effort, does not meet expectations in one or more areas</td>
</tr>
</tbody>
</table>

ACTIVITIES

1. **Discussion Posts - 70 points each**
   The instructor will post discussion topics to enhance the further investigation of the management and leadership principles. Students are required to post on **no fewer than three separate days and must address the weekly topic and two other students per week**. Multiple topics may be available for discussion. The grading of postings is based on completeness of thought and critical interpretation in relation to the topics discussed. Research will be required to complete the initial post. Word minimums apply. Deductions will be made for grammar and spelling issues. Overall writing will also be assessed. Cover pages and running heads are not required. References in APA format are required for initial posts, and subsequent posts if content is derived from outside sources.

2. **Exams – 75 - 100 points**
   Students will complete four multi-topic exams and one comprehensive final exam. The exams will cover information presented in the course through PowerPoint, ebook content, research completed by students, and assigned readings/videos. See the Graded Distribution tab on Blackboard for exemption or options for the Final Exam.

3. **Course Introduction Quiz - 30 points**
   All information contained in the syllabus tab, Resources for Submissions tab, or in any Blackboard materials may be included in the quiz. Since the due date is after the last day to add the class, all students will have an opportunity to submit the quiz, and no make up for late enrollment will be allowed. The quiz is a single attempt only.

4. **Module Quizzes – 20 points (drop lowest quiz grade)**
   Students will complete one or two ebook module quizzes per week. Student are allowed to take each quiz two times. The average of the two grades will be recorded in the gradebook. The lowest quiz grade, of the 19 module quizzes, will be dropped. Since the questions are randomized, the quizzes will likely be different each time they are attempted.
COURSE WEBSITES
This course will be managed through Blackboard (accessible at: http://blackboard.ttu.edu). Much of the course material and some assessments will be made available within Blackboard. The course website within Blackboard is available only to students who have officially registered for this course. Google Chrome or Firefox are suggested for use in this course.

To reach the course website, students should enter the following URL into an internet browser http://blackboard.ttu.edu. This will take students to the Blackboard login page where students will enter their E-raider username and password each time they enter the site.

If students do not have E-raider account, they can request one at https://eraider.ttu.edu. If students have forgotten their password or need assistance logging in, they may call the TTU technology hotline at (806)742-HELP.

Ebooks will be purchased and accessed through https://ttu.hmbookstore.com. The module quizzes will also be accessed on the website. Any technical issues while on the site must be reported to the help desk on HMBookstore. The instructor is unable to solve technical issues with the site. Google Chrome or Firefox are suggested for use in this course. Internet Explorer makes the website difficult to read.

INSTRUCTOR COMMUNICATION
The instructor will be the primary point of contact for this course. Students will refrain from using the instructor’s first name in salutations, unless the instructor invites them to do so. In academia, it is expected that students will refer to instructors as Dr. or Professor, if they earned a Ph.D. or Ed.D, and as Mr. or Ms., if they have not. Review the instructor’s name, at the beginning of the syllabus, to see if Ph.D. or Ed.D. is listed after their names, to determine rules of address.

Students can expect the instructor to respond to emails within 24 hours of receipt on regular business days. If emails are received Friday or Saturday, the instructor will respond by the next business day (Monday through Friday, 8 a.m. to 5 p.m.). Depending on the request, the instructor may need longer than 24 hours to fully address the situation, but any delay will be communicated during the initial response. The instructor will strive to be available on email from 3:30-5:00pm CST on Mondays in case students have issues with submitting discussion posts, quizzes or exams. The instructor teaches several courses so the student R# and course number are required in the subject line to ensure a response. TTU.edu email accounts are the only allowable email accounts due to federal privacy laws.

For all graded learning opportunity assessments, the instructor will provide feedback (through a grading rubric or comments, etc.) within 7 days following the end of the availability period. Students should not typically expect any feedback, other than a score on exams or quizzes. Exams are designed to determine the level of learning – not as an opportunity for learning.

**Please note that unsuccessful completion of this class or course completion of at least 60% of the semester, may result in repayment of all or part of student financial aid. For further information, please contact Student Financial Aid, 806-742-3681, or finaid.advisor@ttu.edu.

GRADE DISPUTES
If a student has an issue with a grade, email the instructor within ONE WEEK (7 days) of the assessment grade posting. In the email, clearly describe the specific issue and outcome expectation (make sure to consult the syllabus before to ensure the proposed outcome is within the policies of the course). If the situation is not resolved, follow the steps in the “Resolving Student Issues” section of the syllabus attachment on Blackboard.
SUBMISSION GUIDELINES AND POLICIES

All, quizzes, exams, and discussion posts are due on the last day of the Course Week, Mondays typically (except Weeks 1, 8 and 14) at 5:00 p.m. CST. See the Course Schedule for more information and exceptions.

There will be NO make-up, quizzes, exams or discussions. If a student fails to complete and successfully submit an assessment by the due date and time in this course, there will be NO opportunity for makeup or late acceptance. NO EXCEPTIONS will be made. Assessments, excluding the final exam, are open and available for a ten (10) day period; therefore, absences for any reason are not excuses to extend due dates or times, unless a university approved absence spans the entire 10 day period.

Submissions are due on Blackboard. Blackboard links will take a student to the location. (Although Blackboard may make arbitrary deadline changes, the syllabus deadline is absolute, unless the instructor emails a change.)

Since late submissions are not accepted. Make sure that SUBMIT button is clicked for all assignments, as late or missing submissions will receive a grade of zero. Students must check that the submission properly submitted. Failure to check for proper submission is not an acceptable excuse for late or missing assignments. Also, ensure that the submission is readable and that photos uploaded properly. The instructor will make no exceptions for assignments that cannot be opened for evaluation and grading.

If a task is started before the deadline, but is not successfully submitted before the end of the availability period, the submission will not be accepted. All work must be submitted within Blackboard. Email submissions are not accepted.

Technical difficulties prior to the due date and time must be immediately reported to the instructor with a screen shot of the issue. An email with the assignment is also be required at time of difficulty and must be before the due date and time. Report of failure at a later time will result in no accommodation. Regardless of whether Blackboard will allow a student to enter an assignment or exam after the due date, students who submit after the due date and time will not receive credit.

Having computer problems does not constitute a legitimate reason for not completing tasks in the course, so students should plan accordingly to allow any time necessary to work out and technical/computer problems they may encounter. The IT Department (742-HELP) should be contacted for technical difficulties, not the instructor. Having access to reliable internet connections and a working computer is the student’s responsibility.

See the Syllabus tab on Blackboard for important dates and TTU, HRM and RHIM Policies and Resources
SPRING 2019 DATES TO REMEMBER

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classes begin</td>
<td>Jan. 16</td>
</tr>
<tr>
<td>Last day to add a course</td>
<td>Jan. 22</td>
</tr>
<tr>
<td>Last day to drop a course &amp; have charges removed without academic penalty</td>
<td>Feb. 2</td>
</tr>
<tr>
<td>Last day to drop a course with academic penalty</td>
<td>Mar. 27</td>
</tr>
<tr>
<td>Commencement</td>
<td>May 18</td>
</tr>
</tbody>
</table>

OPERATING POLICIES PERTAINING TO ALL COURSES

1. CLASSROOM CIVILITY
   Attendance and class participation is expected at all class sessions. Higher grades cannot be expected unless the student has actively participated in class. It is your responsibility to attend each class session on time. Class starts promptly. If you must leave class earlier for any reason, you must inform the instructor at the beginning of the class for permission. Lack of attendance and participation may negatively affect the grade you receive in the class.

   Students are expected to assist in maintaining a classroom environment which is conducive to learning. Texas Tech University is a community of faculty, students, and staff that enjoys an expectation of cooperation, professionalism, and civility during the conduct of all forms of university business, including the conduct of student–student and student–faculty interactions in and out of the classroom. Further, the classroom is a setting in which an exchange of ideas and creative thinking should be encouraged and where intellectual growth and development are fostered. Students who disrupt this classroom mission by rude, sarcastic, threatening, abusive or obscene language and/or behavior will be subject to appropriate sanctions according to university policy. Likewise, faculty members are expected to maintain the highest standards of professionalism in all interactions with all constituents of the university (www.depts.ttu.edu/ethics/matadorchallenge/ethicalprinciples.php).

2. ACADEMIC INTEGRITY (OP 34:12):
   Academic integrity is taking responsibility for one’s own class and/or course work, being individually accountable, and demonstrating intellectual honesty and ethical behavior. Academic integrity is a personal choice to abide by the standards of intellectual honesty and responsibility. Because education is a shared effort to achieve learning through the exchange of ideas, students, faculty, and staff have the collective responsibility to build mutual trust and respect. Ethical behavior and independent thought are essential for the highest level of academic achievement, which then must be measured. Academic achievement includes scholarship, teaching, and learning, all of which are shared endeavors. Grades are a device used to quantify the successful accumulation of knowledge through learning. Adhering to the standards of academic integrity ensures grades are earned honestly. Academic integrity is the foundation upon which students, faculty, and staff build their educational and professional careers. [Texas Tech University (“University”) Quality Enhancement Plan, Academic Integrity Task Force, 2010] For detailed information regarding these policies, see [http://www.depts.ttu.edu/studentjudicialprograms/academicinteg.php](http://www.depts.ttu.edu/studentjudicialprograms/academicinteg.php)
3. STUDENTS WITH DISABILITIES (OP 34.22)
Any student who, because of a disability, may require special arrangements in order to meet the
course requirements should contact the instructor as possible to make necessary arrangements.
Students must present appropriate verification from Student Disability Services during the
instructor’s office hours. Please note that instructors are not allowed to provide classroom
accommodation to a student until appropriate verification from Student Disability Services has
been provided. For additional information, please contact Student Disability Services office in 335 West
Hall or call 806-742-2405.

For detailed information regarding Texas Tech’s Student Disability Services, see
http://www.depts.ttu.edu/students/sds/

4. STUDENT ABSENCE FOR OBSERVANCE OF A RELIGIOUS HOLY DAY (OP 34:19)
"Religious holy day" means a holy day observed by a religion whose places of worship are exempt from
property taxation under Texas Tax Code §11.20. A student who intends to observe a religious holy day
should make that intention known in writing to the instructor prior to the absence. A student who is
absent from classes for the observance of a religious holy day shall be allowed to take an examination or
complete an assignment scheduled for that day within a reasonable time after the absence. A student who
is excused under section 2 may not be penalized for the absence; however, the instructor may respond
appropriately if the student fails to complete the assignment satisfactorily.

5. ABSENCE DUE TO OFFICIAL UNIVERSITY APPROVED TRIPS (OP 34.04)
Department chairpersons, directors, or others responsible for a student representing the university on
officially approved trips must notify the student's instructors of the departure and return schedules. The
instructor so notified must not penalize the student, although the student is responsible for material
missed. Any student absent because of university business must be allowed to make up missed work
within a reasonable span of time or have alternate grades substituted for work due to an excused
absence. Students absent because of university business must be given the same privileges as other
students; e.g., if other students are given the choice of dropping one of four tests, then students with
excused absences must be given the same privilege.

Note: Optional activities, including travel activities, are excluded from the above policy if participation
is optional and not a requirement of the university sponsored activity. This would include road shows,
interviews, event participation, or specific extra credit course or program related activities.

6. CLASS COMPLETION
Please note that unsuccessful completion of this class or course completion of at least 60% of the
semester, may result in repayment of all or part of your student financial aid. For further information,
please contact Student Financial Aid, 806-742-3681, or finaid.advisor@ttu.edu.
RESOLVING STUDENT ISSUES

If you encounter an issue in this course you should follow the following chain of authority:

1. First discuss it with the instructor of the course in an attempt to resolve the issue.
2. If the issue is not resolved, or is something you do not feel comfortable discussing with the instructor, you should contact the Department Associate Chairperson.
3. Only after discussing the issue with the Associate Chairperson should you contact the Hospitality and Retail Management Department Chairperson.

**Under no circumstances should you begin this process with the Chairperson or the Dean’s Office without first consulting the Associate Chairperson.**

STATEMENT OF NONDISCRIMINATION

Neither the instructor nor any student in this class will discriminate or tolerate discrimination on the basis of age, color, disability, ethnicity, gender, national origin, race, religion, sexual orientation, or veteran status. This policy extends to in class discussions, student essays, and all other forms of communication associated with this course, to include informal conversations within the classroom but outside the parameters of this course.

STATEMENT OF DIVERSITY

By its very design, this course engages texts that some students might find difficult and/or controversial. In this class, the instructor will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world, and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

LGBTQIA SUPPORT STATEMENT*

Office of LGBTQIA, Student Union Building Room 201, www.lgbtqia.ttu.edu, 806.742.5433
Within the Center for Campus Life, the Office serves the Texas Tech community through facilitation and leadership of programming and advocacy efforts. This work is aimed at strengthening the lesbian, gay, bisexual, transgender, queer, intersex, and asexual (LGBTQIA) community and sustaining an inclusive campus that welcomes people of all sexual orientations, gender identities, and gender expressions.

EMERGENCY PROCEDURES

In the unlikely event of an emergency, students and faculty should follow the guidance provided at the website below. There is a possibility that this may include evacuation of the building or seeking shelter within the building.

http://www.depts.ttu.edu/hs/emergency_planning/index.php
http://www.depts.ttu.edu/communications/emergency/

TTU RESOURCES FOR DISCRIMINATION, HARASSMENT, AND SEXUAL VIOLENCE

Texas Tech University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from gender and/or sex discrimination of any kind. Sexual assault, discrimination, harassment, and other Title IX violations are not tolerated by the University. Report any incidents to the Office for Student Rights & Resolution, (806)-742-SAFE (7233) or file a report online at titleix.ttu.edu/students. Faculty and staff members at TTU are committed to connecting you to resources on campus. Some of these available resources are: TTU Student Counseling Center, 806-742-3674, https://www.depts.ttu.edu/scc/(Provides confidential support
on campus.) TTU 24-hour Crisis Helpline, 806-742-5555, (Assists students who are experiencing a mental health or interpersonal violence crisis. If you call the helpline, you will speak with a mental health counselor.) Voice of Hope Lubbock Rape Crisis Center, 806-763-7273, voiceofhopelubbock.org (24-hour hotline that provides support for survivors of sexual violence.) The Risk, Intervention, Safety and Education (RISE) Office, 806-742-2110, https://www.depts.ttu.edu/rise/ (Provides a range of resources and support options focused on prevention education and student wellness.) Texas Tech Police Department, 806-742-3931, http://www.depts.ttu.edu/ttpd/ (To report criminal activity that occurs on or near Texas Tech campus.)

12. **GRADE OF INCOMPLETE (I)**
   - The grade of Incomplete (I) is given only when a student’s work is satisfactory in quality but, due to reasons beyond his or her control, has not been completed. It is not given in lieu of an “F” or “W.”
   - The instructor assigning the grade will stipulate in writing, at the time the grade is given, the conditions under which the “I” may be removed.
   - The grade of “I” will remain on the record until the faculty member submits a new grade.
   - After one calendar year, “I” grades will change to a grade of “F.”
   - A form must be submitted prior to the end of the semester for each grade of “I.”
   - If a student repeats the course, the appropriate grade will be given for the second registration and the Office of the Registrar will replace the “I” with an “R.”

13. **OMBUDSMAN FOR STUDENTS**
    The Ombudsman for Students is available to assist students with any conflict or problem that has to do with being a student at Texas Tech University. You may visit the Ombudsman in 232E of the Student Union Building or call (806) 742-SAFE.