Instructor: Dr. Gina Fe G. Causin  
Office: HMS N 106C  
Credits: 3 credit hours  
Prerequisites: HMS 202, 302, and Junior Standing

Course Time & Location: MWF: 11:00 am – 11:50 am; 126 EDAN  
Office Phone: (936) 468-1411  
Email: causingf@sfasu.edu via D2L (preferred by the professor)

Office Hours: Mondays & Wednesdays: 1:00 pm – 3:00 pm & Tuesdays: 1:00 pm – 2:00 pm  
Other Contact Information: (402) 853-3181

I. Course Description: (brief paragraph)

Emphasis on principles of lodging management in the workplace. Classroom instruction and work site experiences in the management of guests, services, sales, financial management, security and personnel. The comprehension and construction of a profit and loss statement is a critical assessment of this course.

II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):

The mission of the College of Education is to prepare competent, successful, caring and enthusiastic professionals dedicated to responsible service, leadership, and continued professional and intellectual development. The goals of this course support the goals of the COE by:

- Preparing leaders in the hospitality and tourism field. As one of the largest industries in Texas, the hospitality industry needs competent and skilled leaders. The students will become familiar with managing lodging and front office operations in the course.
- Provide a variety of teaching venues incorporating the latest technologies to a range of diverse student interests, backgrounds, and aspirations. During this course each student will be exposed to a 700-room virtual University Hotel operation. They will be required to do exercises in room availability, basic reservation, intermediate reservations, advanced reservations, group reservations and travel agency reservation using innRoad Property Management System (PMS). My goal for this exercise is for the students to be able to operate a PMS in the front office of a lodging facility.
- Collaborate with external partners to enhance students’ knowledge, skills, and dispositions, and to influence the ongoing exchange of ideas for mutual benefit. Outside resources will be utilized to enhance the curriculum of this course through the use of technology such as innRoad PMS, video and the world wide web.
- Engage in outreach services. Each student will have an opportunity to contribute to the hospitality field through optional extra credit outreach projects.
- Conduct research to advance knowledge and to contribute to the common good. This will be done through reading assignments, reflection papers and/or term papers.

**Hospitality Administration Program Learning Outcomes**

1) The student will display the professional dispositions (academic excellence, life-long learning, collaboration, openness, integrity, and service) relative to the field of Human Sciences.
2) The student will exhibit the professional behavior (strong communication skills, a professional image, a good work ethic and adequate preparation for employment in his/her specific discipline) expected in the field of Human Sciences.

3) The student will demonstrate competence in his/her specific discipline using oral and written forms.

4) The student will demonstrate a positive service attitude.

5) The student will calculate, interpret and understand key ratios, financial statements and budgets, related to the hospitality industry.

**Student Learning Outcomes**

Upon completion of the course, the student should be able to:

1) Describe how internal and external forces helped shape corporate strategies.

2) Delineate hospitality business positioning options.

3) Demonstrate the relationship between selective growth strategies and specific sectors of the hotel industry.

4) Demonstrate the relationship between financial strategy selection and Return On Investment (ROI).

5) Describe the key components of brand strategy.

6) Delineate the internal and external drivers of marketing strategy in the hotel industry.

7) Describe the scope of risk management in the hotel industry.

8) Perform an evaluation and assessment process for a crisis.

9) Analyze hotel analytics using M3 Link University.

III. Course Assignments, Activities, Instructional Strategies, use of Technology:

**Instructional Strategies:**
This entire course will be conducted online using Desire2Learn (D2L), including course modules, posting of grades, posting of lecture notes, Powerpoint slides, assignments, and examination. All announcements will be made via Desire2Learn Announcements/Notifications or email to students. This syllabus is your main source for information about due dates, assignments, teaching modules, and textbook assignments.

**Desire2Learn**
D2L will be used for the content of the course, to post grades, to post notes and assignments, and to make any announcements/notifications. Your success in this course will depend upon your ability to check D2L regularly for any updates and announcements.

**M3 AccKnowledge University Program (http://m3university.com/wp-content/uploads/2013/05/M3-AccKnowledge-University-Program-YouTube.mp4)**
AccKnowledge Web-based Hotel Accounting System:
Here is some more information about AccKnowledge for your convenience:
AccKnowledge is a web-based hospitality accounting system that is being used more than 2300+ hotels. M3 University Program provides this software for students in Hospitality and Tourism schools free of charge. Students will be given an access to the full working AccKnowledge Accounting Software for 5 months (One semester).

Please remember that all tutorials and assignments are listed in the M3University.com website: http://m3university.com/

Please do not contact M3 for questions. For any questions feel free to contact Ms. Georgia Malan (gunce@gmalan.com).

IV. Evaluation and Assessments (Grading):

**Attendance (100 points)**
Attendance will be taken every class period. For every missed class period, a student will lose attendance points. There is no make-up for missed attendance points.

**Class Activity (20 points)**
Check with the professor.

**Homework/Out-of-Class Assignments (M3 AccKnowledge = 180 points)**
Throughout the semester you will be given assignments to complete every week. Check out this website for the assignments, http://m3university.com/?page_id=34.

**Service Learning Component (must complete 6 hours of community activities/events = 50)**
In order to prepare competent professionals for a global society, the faculty of the hospitality program had implemented a service learning component across multiple courses. Students are required to sign up for APPROVED events outside of class time to fulfill this component. Hours will be documented by both the student and the approved site supervisor. Failure to complete six hours of service learning will result in no points awarded. This is an “all or nothing” assignment.

Additional information will be given in class for specific event times and dates. This service learning opportunity will expose students to the important cross-cutting themes within the Body of Knowledge of Human Sciences. These themes include: communication skills, critical thinking, diversity, global perspectives, professionalism, independence and community development.

**Hotel Shadowing/Observation (150 points)**
Students will be required to choose a lodging facility to shadow the different departments and you will write your observation and submit it on the date reflected in the syllabus.

**Bonus Points (5 points for course evaluation)**
The professor will grant 5 bonus points for students who will fill out the course evaluation at the end of the semester.

**NOTE:** Tutors are available for assistance through academic Assistance and Resource Center (AARC) located in the Steen Library.

Netiquette: All work, including emails, assignments, and discussion boards must abide by “netiquette” rules. Professional and appropriate language, grammar, spelling and syntax must be used in all communications. Be respectful to your classmates and professor. **Do not use “IM-style” writing at ANYTIME.** Grades will reflect your level of professionalism.

ALL e-mails must contain grammar, spelling, and sentence structure. No ALL CAPS, run-on sentences, texting-type or IM-type of writing will be accepted. Improper e-mails will be returned.
unanswered. This is a university-level course and students must use professional emails in preparation for future management positions.

**Grading Requirements**

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<thead>
<tr>
<th></th>
<th>Points</th>
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<tbody>
<tr>
<td>Attendance</td>
<td>100</td>
</tr>
<tr>
<td>Homework/Out-of-Class Assignments (M3 AccKnowledge)</td>
<td>180</td>
</tr>
<tr>
<td>Hotel Shadowing/Observation</td>
<td>150</td>
</tr>
<tr>
<td>Class Activity</td>
<td>20</td>
</tr>
<tr>
<td>Service Learning Component</td>
<td>50</td>
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<tr>
<td><strong>TOTAL POINTS</strong></td>
<td><strong>500</strong></td>
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</tbody>
</table>

**Bonus Points: 5 points**

**Grade Distribution**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>450-500 points</td>
</tr>
<tr>
<td>B</td>
<td>400-449 points</td>
</tr>
<tr>
<td>C</td>
<td>350-399 points</td>
</tr>
<tr>
<td>D</td>
<td>300-349 points</td>
</tr>
<tr>
<td>F</td>
<td>Less than 300 points</td>
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</tbody>
</table>

There are enough assignment and quiz points to GREATLY impact your grade. The grade you receive is the grade you will have earned. **This is a university course and will be graded as such.**

**Guidelines for Evaluating Students in the Hospitality Administration Program**

**What is an “A” Student?**
- Consistently goes above and beyond what is required in the experience
- Displays initiative
- Looks up information on own before asking questions of staff
- Contributes meaningfully to the faculty
- ACTS enthusiastic, even if he/she does not feel that way at the time
- Is open to criticism without getting defensive
- Does not like a “know it all”
- Displays maturity
- Is proactive – does not wait to be told to do everything; takes care of things before they become problems.
- Has good verbal and written communication skills
- Is willing to risk failure in order to learn something new
- Displays common sense
- Has strong “people skills”
- Is flexible
- Stays until the job is done – is NOT a “clock watcher”

Every student should not expect an "A"! It is the people who display the above characteristics, AS WELL AS HAVING SOUND TECHNICAL ABILITY AND THE THEORETICAL KNOWLEDGE who receives the “excellent” grade.

- A grade of “B” or “C” should not be perceived as failure.
- A grade of “B” means “good” and a grade of “C” means “average”. Not everyone is an “outstanding” student.
- A grade of “D” or “F” is appropriate when a student does not perform, does not know basic information or display basic skills, or if a student has a “real” attitude problem.

V. Tentative Course Outline/Calendar:

<table>
<thead>
<tr>
<th>Date/Day</th>
<th>Topics and Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1: Jan 20-22</td>
<td>Introduction to the course</td>
</tr>
<tr>
<td></td>
<td>Out-of-Class Assignment: Go to this website <a href="http://m3university.com/?page_id=276">http://m3university.com/?page_id=276</a> and familiarize yourself about this technology.</td>
</tr>
<tr>
<td>Week 2: Jan 25-29</td>
<td>Hotel Shadowing Assignment</td>
</tr>
<tr>
<td>Week 3: Feb 01-05</td>
<td>Students identify lodging properties</td>
</tr>
<tr>
<td>Week 4: Feb 08-12</td>
<td>Class Activity</td>
</tr>
<tr>
<td>Week 5: Feb 15-19</td>
<td>Hotel Shadowing/Observation AccKnowledge-Log-in-Assignment</td>
</tr>
<tr>
<td>Week 6: Feb 22-26</td>
<td>Class Activity AccKnowledge-Daily-Report-Assignment-Part-1</td>
</tr>
<tr>
<td>Week 8: Mar 07-11</td>
<td>Hotel Shadowing/Observation AccKnowledge-Invoice-Entry-Assignment</td>
</tr>
<tr>
<td>Week 9: Mar 14-18</td>
<td>SPRING BREAK/NO CLASS</td>
</tr>
<tr>
<td>Week 10: Mar 21-25</td>
<td>March 24-28: EASTER HOLIDAY/NO CLASS</td>
</tr>
<tr>
<td>Week 11: Mar 28-Apr 01</td>
<td>Class Activity AccKnowledge-Journal-Entry-Assignment-Part-1</td>
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<tr>
<td>Week 12: Apr 04-08</td>
<td>Class Activity AccKnowledge-Journal-Entry-Assignment-Part-2</td>
</tr>
<tr>
<td>Week 13: Apr 11-15</td>
<td>Class Activity AccKnowledge-Journal-Entry-Assignment-Part-3</td>
</tr>
<tr>
<td>Week 14: Apr 18-22</td>
<td>Hotel Shadowing/Observation AccKnowledge-Income-Statement-Assignment</td>
</tr>
<tr>
<td>Week 15: Apr 25-29</td>
<td>Class Activity AccKnowledge-Balance-Sheet-Assignment</td>
</tr>
<tr>
<td>Week 16: May 04-08</td>
<td>Course Wrap-up</td>
</tr>
</tbody>
</table>
<pre><code>| May 11, 2016 | Final Examination 10:30 am – 12:30 pm (TBD) |
</code></pre>

Note: Changes in the course outline are possible with the discretion of the professor.
VI. Readings (Required and recommended—including texts, websites, articles, etc.):  

**M3 AccKnowledge University Program**  
M3 AccKnowledge is a web-based hotel-specific accounting software for professors and students in Hospitality and Tourism schools. In partnership with University of South Florida Sarasota-Manatee, M3 company is making M3 AccKnowledge Hotel Accounting Software available to hospitality accounting and finance professors and students. The participants of the M3 University Program will have a chance to gain hands on experience in a real accounting software through a virtual 100-room hotel company free of charge. Once your instructor adopts AccKnowledge, you will be given access to the full working system during your class. You will be a user who can access to a hypothetical hotel created ONLY for educational purposes. However, the M3 AccKnowledge Accounting Software that you are about to use is the one used by thousands of real life hotels to manage their operations.  

**Textbook**  

**LiveText Statement:**  
This course does not use LiveText. LiveText data management system is used to collect critical assessments for students who are Perkins College of Education majors (undergraduate, graduate, and doctoral) or majors in other colleges seeking educator certification through the Perkins College of Education. Students who do not have an existing LiveText account will receive an access code via the SFA email system within the first week of class. You will be required to register your LiveText account, and you will be notified how to do this via email. If you forward your SFA e-mail to another account and do not receive an e-mail concerning LiveText registration, please be sure to check your junk mail folder and your spam filter for these e-mails.  

If you have questions about obtaining or registering your LiveText account, call ext. 1267 or e-mail SFALiveText@sfasu.edu. Once LiveText is activated, if you have technical questions, call ext. 7050 or e-mail livetext@sfasu.edu. Failure to activate the account and/or submit the required assignment(s) within the LiveText system may result in course failure.  

(With the new roll out of mySFA and the email process, titan mail is changing to ____@jacks.sfasu.edu.)  

VII. Course Evaluations:  
It is a must that students complete the course evaluations as scheduled by the university. Dr. Causin will give 5 bonus points for the student who will complete the course evaluation. Near the conclusion of each semester, students in the Perkins College of Education electronically evaluate courses taken within the PCOE. Evaluation data is used for a variety of important purposes including:  

1. Course and program improvement, planning, and accreditation;  
2. Instruction evaluation purposes; and  
3. Making decisions on faculty tenure, promotion, pay, and retention.  

As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the PCOE faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!"  

In the Perkins College of Education, the course evaluation process has been simplified and is completed electronically through MySFA. Although the instructor will be able to view the names of students who complete the survey, all ratings and comments are confidential and anonymous, and will not be available to the instructor until after final grades are posted.  

VIII. Student Ethics and Other Policy Information: Found at https://www.sfasu.edu/policies
**Course Participation**
It is the student’s responsibility to keep up with assignments, activities and online learning modules for the class.

**Class Attendance and Excused Absence: Policy 6.7**
Regular, punctual attendance, documented participation, and, if indicated in the syllabus, submission of completed assignments are expected at all classes, laboratories, and other activities for which the student is registered. Based on university policy, failure of students to adhere to these requirements shall influence the course grade, financial assistance, and/or enrollment status. The instructor shall maintain an accurate record of each student’s attendance and participation as well as note this information in required reports and in determining final grades. Students may be excused from attendance for reasons such as health, family emergencies, or student participation in approved university-sponsored events. However, students are responsible for notifying their instructors in advance, when possible, for excusable absences. Whether absences are excused or unexcused, a student is still responsible for all course content and assignments. Students with accepted excuses may be permitted to make up work for up to three weeks of absences during a semester or one week of a summer term, depending on the nature of the missed work. Make-up work must be completed as soon as possible after returning from an absence.

**Academic Accommodation for Students with Disabilities: Policy 6.1 and 6.6**
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 936-468-3004 as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

**Student Academic Dishonesty: Policy 4.1**
Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

**Definition of Academic Dishonesty**
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:
- using or attempting to use unauthorized materials on any class assignment or exam;
- falsifying or inventing of any information, including citations, on an assignment; and/or;
- helping or attempting to help another in an act of cheating or plagiarism.

Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to:
- submitting an assignment as one’s own work when it is at least partly the work of another person;
- submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or,
- incorporating the words or ideas of an author into one’s paper or presentation without giving the author credit.

**Penalties for Academic Dishonesty**
Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university

**Student Appeals**
A student who wishes to appeal decisions related to academic dishonesty should follow procedures outlined in Academic Appeals by Students (6.3).
Withheld Grades: Policy 5.5
At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy [i.e., Active Military Service (6.14)]. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Student Code of Conduct: Policy 10.4
Classroom behavior should not interfere with the instructor's ability to conduct the class or the ability of other students to learn from the instructional program. Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This policy applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare: Early Alert Program at SFA. Information regarding the iCare program is found at https://www.sfasu.edu/judicial/earlyalert.asp or call the office at 936-468-2703.

Additional Information:

To complete Certification/Licensing Requirements in Texas related to public education and other professional settings, you will be required to:
1. Undergo criminal background checks for field or clinical experiences on public school campuses; the public school campuses are responsible for the criminal background check; YOU are responsible for completing the information form requesting the criminal background check. If you have a history of criminal activity, you may not be allowed to complete field or clinical experiences on public school campuses. At that point, you may want to reconsider your major while at SFASU.

2. Provide one of the following primary ID documents: passport, drivers license, state or providence ID cards, a national ID card, or military ID card to take the TExES exams (additional information available at www.texas.ets.org/registrationBulletin/<http://www.texas.ets.org/registrationBulletin/>). YOU must provide legal documentation to be allowed to take these mandated examinations that are related to certification/licensing requirements in Texas. If you do not have legal documentation, you may want to reconsider your major while at SFASU.

3. Successfully complete state mandated a fingerprint background check. If you have a history of criminal activity, you may want to reconsider your major while at SFASU.

For further information concerning this matter, contact Katie Snyder 936-468-1740 or snyderke1@sfasu.edu.

IX. Other Relevant Course Information: