

The mission of Concord University is to provide a quality, liberal arts based education, to foster scholarly and creative activities, and to serve the regional community.



The Mission of the Business Administration degree program at Concord University is to transform our students into competent and responsible business leaders through high quality teaching and personalized advising, while stimulating their academic and service zeal within the context of Concord's strong liberal arts tradition. Business faculty engage in active research and service to ensure that our graduates are ready to take on the challenges of the business world or to pursue rigorous graduate education.



COURSE SYLLABUS – Spring 2019
RTM 309, Lodging Management, 3 credit hours
CRN 20307, Sec 1AS, ONLINE

Instructor Contact Information

Dr. Susan Williams, Professor
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Please note that I maintain two offices – one in Athens and one in Beckley. It may seem as if I am difficult to reach, especially if you drop by either of my offices outside of office hours. Should you need immediate assistance and cannot find me, see Lucinda Gonderman in Athens or Tara Taylor in Beckley or text/email for an appointment.

Reaching Dr. Williams

Online students may text or email any time. Expect to hear from me within 24 hours (except on weekends). If you do not hear from me in a timely manner, please resubmit your correspondence. If you prefer meeting in person:

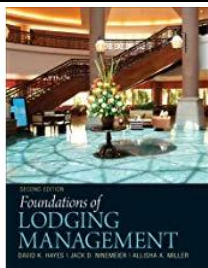
M (Athens) - 1:00-2:00 p.m.
T, R (Athens) – 9:00-11:00 a.m.
W (Beckley) – By Appt.- 10:00 – 12:00
other meeting times by appointment

Essential Info:

When school is closed, follow instructions on Blackboard for assignments.

www.concord.edu/emergency-alerts
Sign up for emergency text messages –
<http://sms.concord.edu>

Text, Materials, and Technology Required



- Foundations of Lodging Management, 2nd Ed. (2012) by Hayes, Ninemeier & Miller. ISBN-13: 978-0132560894; ISBN-10: 0132560895
- Blackboard – This is an online course!
- USB drive – suggested to save work
- Other materials and resources will be available from the instructor.
- Concord email account which will be utilized as a communication tool between class times.
- Keyboarding experience is necessary and helpful.

Course Information

Course Prerequisite: None

Catalog Description: Examines the organization and management of various types of lodging facilities. Students will become familiar with all of the functional areas of hotels and other lodging establishments.

Course Rationale: RTM 309 examines the lodging industry's history, growth, and current trends. This course pays particular attention to the many departments within a lodging property, including organizational structure and interdepartmental relationships.

Course Learning Goals and Objectives

Students will develop knowledge of the lodging industry and skills needed for successful management careers. They will understand the historical, practical and theoretical foundations of the lodging industry. Awareness of ethics within the lodging management field will enhance students' perceptions of the practice.

The objectives of this course will be accomplished through a variety of assignments designed to cause students to use high-level strategies of case analysis, transfer and synthesis of ideas, along with course content knowledge. Relevant topics and concepts will be presented to familiarize students with "real-world" business settings. Students are expected to take responsibility for their learning, meet the high expectations set for them, and enjoy new successes they can experience through improved marketing and communication skills.

Objectives: Upon completion of this course, students will:

- a. Understand the lodging industry's cultural and historical foundations.
- b. Have skills to evaluate current issues, research, and trends.
- c. Understand challenges and obstacles associated with the hospitality industry.
- d. Display proficiency in examining career and academic options associated with the lodging industry.
- e. Possess the skills and knowledge required for successful lodging management careers.
- f. Have awareness of global perspectives pertaining to travel, tourism, and hospitality
- g. Display proficiency in university-level written and oral communication skills.

In addition to the above learning objectives, students' involvement in active learning strategies within the course will provide for instruction in and development of the following essential management skills, customer relationship management, general business and communication strategies:

- Recognizing strategic communication, including various methods and strategies
- Integrating ethics and processes of ethical decision-making into lodging management practices
- To explain and to develop an appreciation of the many intercultural challenges as part of the effective management

CU and Degree Program Learning Goals: In this course, assignments and projects complement the skills and abilities defined by the degree program learning goal for effective critical analysis, communication and technological competency. After successful completion of the degree program of business/recreation and tourism management students should be able to perform at an acceptable or higher level in order to demonstrate proficiency of written communication skills based on the following objectives:

1. Use Standard English which is mechanically and grammatically correct.
2. Compose communication that reflects understanding of appropriate terminology and business concepts.
3. Reflect understanding of audience and situational analysis.

Students will also be able to perform at an acceptable or higher level in order to demonstrate proficiency of the following technology competency:

1. Employ technology resources to conduct research, solve problems, synthesize information and/or make decisions.

In addition to the degree program learning goals, this course addresses Concord University Learning Goal in Skills, Knowledge and Attitude (<http://catalog.concord.edu>).

Teaching Strategies/Processes

The following teaching methods will be utilized in the presentation of course materials:

1. **Text Book and Supplemental Material** – Students are expected to READ and ANALYZE all materials made available throughout the course.
2. **Learning Activities:** Students will engage in a variety of learning activities such as group discussions and critical analysis to gain understanding as well as practical skills associated with lodging management. **Internet Research, a variety of Media analysis, Research readings, Survey Creation and Collection, and Case Studies** analysis will be utilized.
3. **Visual Aids and Computer Applications:** In addition to proficiency in using an online learning platform, several visual aids including computer presentation media will be used as part of the learning environment. Moreover, students will utilize

computers to conduct research using the Internet as part of their final project. **Email** will also be utilized during the course as a communication tool.

Method of Evaluation

A point system will be utilized to configure grades with a total of **350 possible points**. The grading point scale to be used is as follows:

90% - 100%	...A	70% - 79%	...C
80% - 89%	...B	60% - 69%	...D
		below 60%	...F

- A. **INSTRUCTIONAL TOPICS** -- Students are required to complete the assignments listed in the tentative schedule as specified by the instructor, and submitted on the due dates. **The professor reserves the right to alter the number and types of assignments based upon constraints outside her control.** Points for completing the assignments are proportioned as listed below. Each written document will be evaluated based upon the grading standard provided. Assignments not completed as required in the criteria will not be graded. Criteria will be provided for assignments.

Each week will incorporate readings, videos, and other sources as material for quizzes, assignments and analysis. Grades are based on the thoroughness of responses, including, but not limited to, use of knowledge gained in readings/videos, application to real-world scenarios, and critical analysis.

1. Weekly readings, participation in discussions, quizzes and assignments **(250 points)**
2. Final Project (Business Review of the Lodging Industry) **(50 points)**

- B. **Examinations (150 points)** – Three (3) exams will be given during the span of the course about the textbook and discussion content. The exams will be based on materials covered during the semester. These exams will be mainly objective based – a variety of T/F, short answer, multiple choice type questions, and some possible essay type questions. **RESPONDUS/LOCKDOWN BROWSER IS REQUIRED** (see Blackboard for specific instructions).

Professor's Classroom Management Policies

The Learning Environment is a Model for the Professional Environment – You are expected to learn to carry yourselves appropriately in a business environment. Honing your attendance and participation skills is paramount for a success business career, even within the online learning environment. Just as it is unacceptable to show up late (nor not at all) in a virtual business setting, it is equally unacceptable in the virtual classroom setting.

An orderly classroom is essential to teaching and learning, and respect for all students and the instructor is expected. In order to maintain a productive learning environment, it is requested that each student in this course follow and maintain the classroom policies as outlined below.

1. ***Attendance and Make-up Work*** -- In order for students to complete assignments and to actively and effectively learn the course content presented, ***consistent class attendance is essential***. Blackboard records each time you enter the course. If you miss work, you will lose money (or your job); likewise, if you miss class, you will lose points (or be dropped from the class).
 - If you are unable to complete assignments by the due date, a ***valid excuse*** must be presented. Any work missed will be graded as zero. In addition to university-excused absences and medically excused absences, I will work with each individual student to determine what is determined as an excused or unexcused absence. Communication must occur on a regular basis. Touching base with me during the 15th week of school (for example), is not sufficient notice for any ongoing issues.
 - If you are absent from class and the absence is EXCUSED, you will have one week from the absence to submit makeup work – this also includes making up a missed exam.
 - Students who miss exams without my prior knowledge and who do not have a valid excuse will not be eligible for a makeup exam.
 - ***Students who miss three consecutive assignments without prior notification and excuse will be dropped from the class.***

2. ***General policies for maintaining a productive learning environment. All of these policies are just plain good manners and all are expected behaviors of employees by ALL employers.***
 - Please practice NETTIQUETTE. While it is acceptable to engage in discourse, no comments should be inappropriate, disrespectful or belittling.
 - If you are using an electronic device OTHER THAN a laptop or PC, please notify the professor. Special permissions must be allowed for IPADS or other devices (with RESPONDUS or LOCKDOWN BROWSER).
 - ***Department of Business -- General Expectations of Students.*** All students enrolled in the Business Administration degree program and those taking business courses at Concord University should have an attitude and demeanor that demonstrates a real commitment to the learning process. You will adhere to the expectations developed by the Department Faculty while in class and while representing the Department of Business and Concord University. A complete list of these expectations can be found displayed on Department bulletin boards and the Department website -- https://www.concord.edu/business/node/11#Gen_Exp_Bus_stu

3. ***Late Assignments:*** In order to be fair to students who get their assignments in on time and to keep my schedule, ***all late assignments*** will be penalized 10% for each day an assignment is late up to three (3) days (weekends days included) and will not be accepted after the 3rd day. Please do not ask for an exception to this policy except in ***extreme*** circumstances. In general, I schedule 7 days for learning/responding. I like to begin on a Monday and end on the following Monday if an effort to accommodate work, family and class schedules. All assignments will be submitted on Blackboard. Keep a copy of your work on a hard drive or saved on your computer; do not submit directly on Blackboard (rather, attach as a file).

4. ***Academic Dishonesty and Honor Code:*** It is the policy of this instructor to follow the guidelines for academic dishonesty as specified in the college catalog at http://catalog.concord.edu/content.php?catoid=8&navoid=466#Academic_Dishonesty and to follow the University Honor Code – *“As a member of the Concord University Community I will act with honesty and integrity in accordance with our fundamental principles and I will respect myself and others while challenging them to do the same.”*

5. ***Accessibility/Accommodations:*** Concord College is committed to responding to the needs of students with disabilities as defined by the Americans with Disabilities Act (ADA) Please inform your instructor at the beginning of the class semester if you have a disability and are requesting accommodations. It is your responsibility to self-disclose that you are requesting accommodations. The University and instructor will provide you with a reasonable accommodation. You should register with CU's Disability Services Office, located in the Athens campus Jerry and Jean Beasley Student Center, Bottom Floor, across from the Campus Post Office. The Disability Services Office phone is 304-384-6086 or you can email the director, Nancy Ellison, at nellison@concord.edu

6. **Sexual Harassment & Assault:** Federal law, Title IX, and Concord University policy prohibits discrimination, harassment, and violence based on sex and gender (Including sexual harassment, sexual assault, domestic/dating violence, stalking, sexual exploitation, and retaliation). If you or someone you know has been harassed or assaulted, you can receive confidential counseling support through the Concord University Counseling Center (304-384-5290). Alleged Violations can be reported non-confidentially to the Concord University Title IX Coordinator at 304-384-6327 or titleix@concord.edu. Reports to Campus Security can be made at (304-384-5357). As an employee at Concord University, I am a mandatory reporter which means I must report any sexual misconduct I am made aware of. This includes verbal or written (such as in an assignment) disclosures of sexual harassment or sexual assault. I am also a member of the Concord University Sexual Assault Response Team (S.A.R.T.) and am available for anyone needing assistance, regardless of time of day. My contact information is on the front of this syllabus. In S.A.R.T. cases, it is appropriate to call my cell phone, or text me and I'll get right back to you.

7. **Academic Assistance:** The Academic Success Center is ready to assist any student with academic or personal concerns, tutoring, study skills, time management, and much more. The Academic Success Center is located in Suite 243 (Atrium) of the Rahall Technology Center. Students can stop by the ASC Monday through Friday, 8:00 am until 4:00 or by appointment. The ASC may be reached by calling (304) 384-6074, (304) 384-6298, or asc@concord.edu.
Website: <http://www.concord.edu/academicsuccess/>


The drop-in tutoring schedule is posted online: <https://apps.concord.edu/tutoring/> . Smarthinking—online, and on-demand tutoring—is available on Blackboard at www.elearn.concord.edu

9. **Technology Services:** For assistance with Blackboard or email (or any CU technology issue) contact the CU Help Desk at extension 5291 from campus or 304-384-5291 off campus. You may also email cuhelpdesk@concord.edu

10. **Participation in College-Wide Assessment Activities:** Federal regulations and regional accreditation policies on accountability in higher education require direct assessment of student academic learning. Thus, as part of the requirements associated with this course, students may be asked to take one or more standardized tests and/or to complete other related activities. The scores of individual students will remain confidential.

Syllabus Disclaimer – This syllabus is subject to change based on the needs of the class. Please check it regularly. All updates/changes to the syllabus will be posted on the course's Blackboard site.

Week	<p style="text-align: center;">TENTATIVE Schedule for RTM 355, Tourism Promotion, Spring 2019</p> <p style="text-align: center;">Assignment</p> <p>Unless otherwise stated, each week's assignment is a combination of reading, written responses, and quizzes.</p> <p>Students should expect to spend a minimum of 10 hours per week in fulfillment of these assignments.</p> <p><u>All assignments</u> for this course must be typed (double spaced, 12 font and 1 inch margins). Papers must be grammatically correct, proofread, and free from spelling errors. All papers should reveal critical analysis and <u><i>cite outside sources within the document as well as on a Works Cited page.</i></u></p>	<p style="text-align: center;">Due Date</p> <p style="text-align: center;">MIDNIGHT ON:</p>
One (Jan 14)	<p>Syllabus Exercise</p> <p>Considering Hotels as Businesses</p>	1/21
Two (Jan 21)	<p>Observe Martin Luther King, Jr. Holiday on Jan. 16</p> <p>Historic Foundations of the Hospitality Industry, Hotels and Motels (Blackboard)</p> <p>Introduction to the Lodging Industry (Chapter One)</p>	1/28
Three (Jan 28)	<p>The Structure of the Lodging Industry (Chapter Two)</p> <p>Hotels: More Than Built Structures</p> <p>Written assignment/Quiz</p>	2/4
Four (Feb 4)	<p>Guest Service in the Lodging Industry (Chapter Three)</p> <p>Written assignment/Quiz</p>	2/11
Five (Feb 11)	<p>Managing Lodging Operations (Chapter Four)</p> <p>Written Assignment/Quiz</p>	2/18
Six (Feb 18)	<p>Staffing the Lodging Operations (Chapter Five)</p> <p>"Hire Only Good Natured People" (Blackboard)</p>	2/25
Seven (Feb 25)	<p>TEST ONE, Review Criteria for Final Paper</p>	3/4
Eight (March 4)	<p>Video (Blackboard)</p> <p>The Front Office Department (Chapter Six)</p> <p>The Sales and Marketing Department (Chapter Seven)</p> <p>Written Assignment</p> <p>Mid-term grades due. No late assignments accepted after March 6.</p>	3/11

Nine (March 11)		
Ten (March 18)	Housekeeping and Maintenance (Chapters 8 and 9) Written Assignment/Quiz	3/25
Eleven (March 25)	Food Service (Chapters 10 and 11) Quiz	4/1
Twelve (April 1)	Hotel Accounting (Chapter 12) Safety and Security (Chapter 13) Written Assignment	4/8
Thirteen (April 8)	Careers in the Lodging Industry (Chapter 14) Written Assignment	4/15
Fourteen (April 15)	FOMS (Chapter 15) Quiz	4/22
Fifteen (Apr 22)	TEST TWO, Work on Research Papers	4/29
Sixteen (Apr 29)	RESEARCH PAPERS DUE, Midnight, Monday, May 6	5/6
Seventeen (May 6)	FINAL EXAM WEEK – Comprehensive Final Available between May 6 – Midnight on May10	5/10

