

**UCC/UGC/ECCC**

Proposal for Course Change

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| **FAST TRACK (Select if this will** **be a fast track item. Refer to** [**UCC**](http://www4.nau.edu/avpaa/UCCPolicy/FastTrack.docx) **or** [**UGC**](http://www.nau.edu/gradcol/UGC/UGC_FastTrack_Policy&Process.pdf) **Fast Track Policy for eligibility)** |

# *If the changes included in this proposal are significant, attach copies of original and proposed syllabi in* [*approved university format*](http://www4.nau.edu/avpaa/UCCForms/syllabus.doc)*.*

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| --- | --- | --- | --- |
| 1. Course subject and number: | **HA 210** | 2. Units: | **3** |

[**See upper and lower division undergraduate course definitions**](http://www4.nau.edu/avpaa/UCCPolicy/Uplow.doc).

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| 3. College: | The W.A. Franke College of Business | 4. Academic Unit: | Hotel and Restaurant Management |

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| 5. Current Student Learning Outcomes of the course.   1. The student will be able to calculate occupancy percentages and explain why it is an important managerial statistic. 2. The student will be able to calculate average daily rate percentages and explain why it is an important managerial statistic. 3. The student will be able to calculate revenue per available room percentages and explain why it is an important managerial statistic. 4. The student will be able to list the reasons and discuss the differences between out-of-order and out-of-inventory rooms. 5. The student will be able to list proper cash-handling techniques. 6. The student will be able to list credit card handling techniques. 7. The student will be able to describe the flow of the front desk. 8. The student will be able to provide a job description across ten separate classic hotel positions. 9. The student will be able to describe the difference between hotel rating systems. 10. The student will be able to list methods for obtaining maximum profits from the rooms division. 11. The student will be able to identify current and future trends of the industry. 12. The student will be able to calculate reservations forecasts through both a simple and an adjusted approach. 13. The student will be able to process basic reservations electronically. 14. The student will be able to block and assign guest rooms. 15. The student will be able to identify three separate upselling techniques. 16. The student will be able to quantify the rooms division's contribution to the overall profitability of the hotel. 17. The student will be able to explain the historical importance of the room rack. 18. The student will be able to process guest accounting transactions. 19. The student will be able to process three types of guest credit accounting entries. 20. The student will be able to perform a night audit. 21. The student will be able to explain what ethical dilemmas face corporate travelers with regard to Frequent Guest Programs. | Show the proposed changes in this column (if applicable). Bold the proposed changes in this column to differentiate from what is not changing, and Bold with strikethrough what is being deleted. *(*[*Resources & Examples for Developing Course Learning Outcomes*](http://www4.nau.edu/avpaa/Assessment/CourseLearningOutcomesPDF_090712.pdf)*)*  **UNCHANGED** |

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| 6. Current **title,** **description** and **units**. Cut and paste, in its entirety,from the current on-line academic catalog\* [**http://catalog.nau.edu/Catalog/**](http://catalog.nau.edu/Catalog/).  **HA 210 GUEST SERVICE MANAGEMENT (3)**  Description: Studies front-of-the-house operations, including bell service, guest reception, and reservation systems. Letter grade only.  Units: 3  Pre- or Co requisite: HA 100 or Business Professional Program or International Exchange Student Group | Show the proposed changes in this column **Bold** the proposed changes in this column to differentiate from what is not changing, and **~~Bold with strikethrough~~**what is being deleted.  **HA 210 ~~GUEST SERVICE~~ HOTEL OPERATIONS AND MANAGEMENT (3)**  Description: Studies front-of-the-house operations, including bell service, guest reception, and reservation systems. Letter grade only.  Units: 3  Pre- or Co requisite: HA 100 or Business Professional Program or International Exchange Student Group |

\*if there has been a previously approved UCC/UGC/ECCC change since the last catalog year, please copy the approved text from the proposal form into this field.

7. Justification for course change.

**To make the curriculum easier to understand by using language in course titles that is consistent with industry vernacular and the mission of the School of Hotel and Restaurant Management. Course content is not changing.**

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| 8. Effective **BEGINNING** of what term and year? | **Fall 2014** |
| [**See effective dates calendar**](http://www4.nau.edu/avpaa/timelines/1213Effective.xls). |  |

**IN THE FOLLOWING SECTION, COMPLETE ONLY WHAT IS CHANGING**

|  |  |
| --- | --- |
| **CURRENT** | **PROPOSED** |
| Current course subject and number: | Proposed course subject and number: |
| Current number of units: | Proposed number of units: |
| Current short course title:  GUEST SERVICE MANAGEMENT | Proposed short course title (max 30 characters):  **HOTEL OPERATIONS & MANAGEMENT** |
| Current long course title:  GUEST SERVICE MANAGEMENT | Proposed long course title (max 100 characters):  **HOTEL OPERATIONS AND MANAGEMENT** |
| Current grading option:  letter grade  pass/fail  or both | Proposed grading option:  letter grade  pass/fail  or both |
| Current repeat for additional units: | Proposed repeat for additional units: |
| Current max number of units: | Proposed max number of units: |
| Current prerequisite: | Proposed prerequisite (include rationale in the justification): |
| Current co-requisite: | Proposed co-requisite (include rationale in the justification): |
| Current co-convene with: | Proposed co-convene with: |
| Current cross list with: | Proposed cross list with: |

9. Is this course in any plan (major, minor, or certificate) or sub plan (emphasis)?

Yes  No

If yes, describe the impact and include a letter of response from each impacted academic unit.

**Hotel and Restaurant Management BS, International Hospitality Management BS, Certificate in Hospitality for Business Majors**

10. Is there a related plan or sub plan change proposal being submitted? Yes  No

If no, explain.

**This proposed change will not require any related plan changes.**

11. Does this course include combined lecture and lab components?                  Yes  No

If yes, include the units specific to each component in the course description above.

**Answer 12-15 for UCC/ECCC only:**

12. Is this course an approved Liberal Studies or Diversity course?                    Yes  No         If yes, select all that apply.   Liberal Studies    Diversity    Both

13. Do you want to remove the Liberal Studies or Diversity designation?            Yes  No

If yes, select all that apply.   Liberal Studies    Diversity     Both

14. Is this course listed in the [**Course Equivalency Guide**](https://aztransmac2.asu.edu/cgi-bin/WebObjects/Admin_CEG.woa/wa/ByInst?inst=NAU)?                               Yes  No

15. Is this course a [**Shared Unique Numbering**](https://aztransmac1.asu.edu/cgi-bin/WebObjects/ATASS.woa/wa/SUNList?S=X) (SUN) course?                            Yes  No

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| **FLAGSTAFF MOUNTAIN CAMPUS** |  |
| **Scott Galland** | **12/9/2013** |
| Reviewed by Curriculum Process Associate | Date |
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| **Approvals**: |  |
|  |  |
| Department Chair/Unit Head (if appropriate) | Date |
|  |  |
| Chair of college curriculum committee | Date |
|  |  |
| Dean of college | Date |
|  |  |
| **For Committee use only:** |  |
|  |  |
| UCC/UGC Approval | Date |

Approved as submitted: Yes  No

Approved as modified: Yes  No

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| **EXTENDED CAMPUSES** |  |
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| Reviewed by Curriculum Process Associate | Date |
|  |  |
| **Approvals:** |  |
|  | |
| Academic Unit Head | Date |
|  | |
| Division Curriculum Committee (Yuma, Yavapai, or Personalized Learning) | Date |
|  | |
| Division Administrator in Extended Campuses (Yuma, Yavapai, or Personalized Learning) | Date |
|  | |
| Faculty Chair of Extended Campuses Curriculum Committee (Yuma, Yavapai, or Personalized Learning) | Date |
|  | |
| Chief Academic Officer; Extended Campuses (or Designee) | Date |
|  |  |

Approved as submitted: Yes  No

Approved as modified: Yes  No



School of Hotel and Restaurant Management

*MASTER SYLLABUS*

**HA 210 Hotel Operations and Management (3 units)**

1. ***Catalog Description:***

Studies front-of-the-house operations, including bell service, guest reception, and reservation systems.

1. ***Prerequisites:***

*Courses:* Prerequisite or Corequisite: HA 100 or Business Professional Program or International Exchange Student Group

*Justification:* HA 100, Introduction to the Hospitality Industry, is a foundational course for all

hospitality majors that must be taken before or in conjunction with sophomore-level courses.

International exchange students have already taken the equivalent of HA 100 at their home

institutions. The Business Professional Program requirement is for Business Majors completing the

Hospitality for Business Majors Certificate.

1. ***Course Learning Goals:*** *Upon completion of the course, the student will be able to:*
2. Calculate occupancy percentages and explain why it is an important managerial statistic.
3. Calculate average daily rate percentages and explain why it is an important managerial statistic.
4. Calculate revenue per available room percentages and explain why it is an important managerial statistic.
5. List the reasons and discuss the differences between out-of-order and out-of-inventory rooms.
6. List proper cash-handling techniques.
7. List credit card handling techniques.
8. Describe the flow of the front desk.
9. Provide a job description across ten separate classic hotel positions.
10. Describe the difference between hotel rating systems.
11. List methods for obtaining maximum profits from the rooms division.
12. Identify current and future trends of the industry.
13. Calculate reservations forecasts through both a simple and an adjusted approach.
14. Process basic reservations electronically.
15. Block and assign guest rooms.
16. Identify three separate upselling techniques.
17. Quantify the rooms division's contribution to the overall profitability of the hotel.
18. Explain the historical importance of the room rack.
19. Process guest accounting transactions.
20. Process three types of guest credit accounting entries.
21. Perform a night audit.
22. Explain what ethical dilemmas face corporate travelers with regard to Frequent Guest Programs.
23. ***Course Materials:***

A text related to hospitality operations, such as Check In - Check Out, 9th Edition, Vallen & Vallen (2013).

1. ***Teaching Methods:***

Students are required to be prepared and professional in their academic demeanor. The majority of instruction will be accomplished through lectures, readings, video presentations, and discussions. The structure of the class is flexible, and students are encouraged to take an active part in all areas.

1. ***Mechanisms for Feedback to Students/Interaction Between Students and Professors:***

Written comments on student assignments, online feedback via e-mail and Blackboard Learning System, class discussions, and individual oral feedback during class and office hours.

1. ***Evaluation Tools:***

Evaluation of student performance will be based on:

* Written assignments. Each assignment or practical application requires course content to be related to real-world situations.
* A class project with an oral as well as written component. Class project parallels timely and current topics in lodging industry.
* Quizzes.
* Midterm exam.
* Final exam.

Grading System

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| **Grade** | **Scale** |
| A | 90-100% |
| B | 80-89.9% |
| C | 70-79.9% |
| D | 60-69.9% |
| F | 0-59.9% |

1. ***Use of Technology and Information Systems***

The following technologies are used to augment the learning experience:

* PowerPoint applications utilized by both professor and all students.
* Web-based applications utilized in classroom lectures as well as by students for their term projects.

1. ***Collaborative or Team Activities***

Small in-class group exercises for several applications, including; lecture next day presentation, term project, and exam reviews.

1. ***Projects***

An individual or team project and presentation is required for this class. Students are responsible for an oral presentation as well as some written materials (though not a formal term paper). Project details are developed by student team and professor. A proposal is offered by students, professor reviews and discusses proposal, and then a final topic is selected, researched, and presented.

1. ***Statement Regarding Academic Dishonesty***

Students are responsible to inform themselves of university policies regarding *Academic Integrity*. In general, students found to be in violation of the code (e.g., cheating, fabrication, fraud, and plagiarism) are awarded a grade of F in the course. The complete policy on academic integrity is in Appendix F of NAU’s *Student Handbook*.

*XII.* ***Course Content****:*

**A. Course Topics: (list of course topics)**

1. Introduction and the Traditional Hotel Industry
2. The Modern Hotel Industry
3. Structure of the Hotel Industry
4. Reservation Data
5. Making and Taking the Individual and Group Reservation and Forecasting Availability and Overbooking
6. Managing Guest Service
7. The Guest Arrival Process
8. Factors in the Room Rate
9. Billing the Guest Ledger
10. The Night Audit
11. Cash Transactions
12. Credit and the City Ledger

**B. General Knowledge and Management Skills \***

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| Program Learning Outcome | Course Learning Outcomes | Supporting Targeted Course Performance Level: I,D,or M |
| Communication Skills | G, H, I, J, K, L, P, Q, | I, D, |
| Technology Skills | F, G, H, M, N, O, | I, |
| Problem Solving Skills | A, B, C, D, J, L, P, R, S, T, | I, D, |
| Analytical Skills | A, B, C, D, E, F, I, J, L, P, R, S, T, | I, D, |
| Conceptual Skills | A, B, C, D, G, H, I, J, K, L, P, Q, R, S, T, | I, D, |
| Ethical Skills | U, | I, |
| Global Skills | K, | I, |
| Human Relation Skills | G, H, | I, D, |
| Career and Life Skills | E, F, G, H, I, J, K, M, N, O, P, | I, D, |
| Technical Skills | A, B, C, D, J, M, N, O, P, R, S, T, | I, D, |

\*I = Introduced, D = Developed and Practiced with Feedback, M = Demonstrated at the Mastery Level, Blank = Not Treated in this Course

**Definitions of Student Mastery Levels (1). These set performance levels that are somewhat parallel to Bloom’s Taxonomy.**

**I =** The student can identify examples (and non-examples) of the desired outcome, name the elements involved, and answer "objective, multiple-choice, fill-in the blank" type of test questions showing awareness. (Objective tests are not necessarily simple, but they are most likely to be used at this introductory level.)

**D =** The student can describe, demonstrate or construct an example of the desired outcome but with guidance about each step. In some cases, the steps to learn the outcome may be spread among more than one course or activity within a course. Also included here is evaluation of existing examples of the outcome (pro's and con's, etc.) Essay questions and short projects would be used as evidence.

**M =** The student can demonstrate the outcome given a problem statement and appropriate data and tools. The student would need to synthesize skills learned previously in isolation. The skill demonstration would be sufficiently rigorous that an outside stakeholder (future employer) would be satisfied with it for an entry level position after graduation. Term papers, senior projects and research papers, senior portfolios, case studies, and capstone coursework would be used as evidence.

**(1) Source: http://business.uhh.hawaii.edu/documents/documents/MasterSyllabusMKT310revFeb2012.pdf.**

**PROGRAM LEARNING OUTCOME DEFINITIONS**

* **Communication Skills\***: Use oral and written communication skills necessary to function effectively in the hospitality industry.
* **Technology Skills:** Use technological tools while presenting and interacting with data and

information.

* **Problem Solving Skills:** Use leadershipand management skills when solving problems and conflicts.
* **Analytical Skills:** Use financial and accounting management knowledge when evaluating the profitability of different business decisions.
* **Conceptual Skills:** Apply strategic and conceptual principles when analyzing business decisions at the property and corporate level.
* **Ethical Skills:** Identify ethical dilemmas and are able to recognize and evaluate alternative courses of action.
* **Global Skills:** Demonstrate the ability to work collaboratively with others from different cultures and backgrounds and to identify factors affecting international hospitality businesses.
* **Human Relation Skills:** Use emotional intelligence skills when interacting with guests and employees.
* **Career and Life Skills:** Participate in personal and professional development learning activities for successful career and life planning and management.
* **Technical Skills:** Demonstrate core competencies in the hospitality field.

**\* Skill:** *the ability, coming from one's knowledge, practice, aptitude, etc., to do something well.*