

**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 415** | 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. 1 The student will be able to understand, analyze, and use revenue management tools and reports to maximize total hotel revenues and profits. 2. The student will be able to describe the importance of trends and comparisons in using revenue management terms, formulas, and measurements. 3. The student will be able to analyze weekly and monthly revenue management reports and apply them to daily, weekly and monthly hotel operations. 4. The student will be able to analyze and interpret trends in different market segments and to develop effective weekly selling strategies to maximize total hotel revenues and profits. 5. Students will be able to pass the Hotel Industry Analytics test and earn the Certificate in Hotel Industry Analytics. 6. The student will be able to explain how Revenue Management works in corporate hotels, group hotels, and resorts. 7. The student will be able to analyze an actual hotel case study, develop and recommend an effective course of action, write a clear Executive Summary and prepare an Effective Revenue Management Power Point Presentation. | 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 415 HOSPITALITY INDUSTRY REVENUE MANAGEMENT (3)**  Description: Presents revenue management concepts and the systems utilized to maximize revenues and profits in resorts, corporate, and convention hotels. Letter grade only.  Units: 3  Prerequisite: HA 260 | 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 415 ~~HOSPITALITY INDUSTRY~~ REVENUE MANAGEMENT FOR HOTELS (3)**  Description: Presents revenue management concepts and the systems utilized to maximize revenues and profits in resorts, corporate, and convention hotels. Letter grade only.  Units: 3  Prerequisite: HA 260 **or Business Professional Program** |

\*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.**

**HA 260, Hospitality Accounting, is a foundational course for HA 415. The Business**

**Professional Program requirement is for Business Majors completing the Hospitality for**

**Business Majors Certificate.**

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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:  REVENUE MANAGEMENT | Proposed short course title (max 30 characters):  **REVENUE MGMT FOR HOTELS** |
| Current long course title:  HOSPITALITY INDUSTRY REVENUE MANAGEMENT | Proposed long course title (max 100 characters):  **REVENUE MANAGEMENT FOR HOTELS** |
| 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:  HA 260 | Proposed prerequisite (include rationale in the justification):  **HA 260 or Business Professional Program** |
| 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.

**Hospitality Accounting for HRM Majors, Certificate in Hospitality for Business Majors (elective)**

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 |
|  |  |
| **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

Approved by the SHRM area on 01/09/2013

Accepted by the curriculum committee on 11/21/2013



*MASTER SYLLABUS*

**HA 415 Revenue Management for Hotels (3 units)**

1. ***Catalog Description:***

Presents revenue management concepts and the systems utilized to maximize revenues and profits in resorts, and corporate and convention hotels.

1. ***Prerequisites:***

*Courses:* Prerequisite or Corequisite: HA 260 or Business Professional Program

*Justification:* HA 260, Hospitality Accounting, is a foundational course for HA 415. 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, students will be able to:*
2. Use revenue management tools for maximizing total hotel revenues and profits.
3. Describe the importance of trends and comparisons in using revenue management terms, formulas, and measurements.
4. Analyze weekly and monthly revenue management reports and apply them to daily, weekly and monthly hotel operations.
5. Analyze and interpret trends in different market segments.
6. Develop effective weekly selling strategies to maximize total hotel revenues and profits.
7. Pass the Hotel Industry Analytics test and earn the Certificate in Hotel Industry Analytics.
8. Explain how Revenue Management works in corporate hotels, group hotels, and resorts.
9. Analyze an actual hotel case study, develop and recommend an effective course of action, write a clear Executive Summary, and prepare an Effective Revenue Management Powerpoint Presentation.
10. ***Course Materials:***

Texts related to revenue management, such as Revenue Management**,** Cross (1997), and Revenue Management for the Hospitality Industry, Hayes & Miller (2010).

1. ***Teaching Methods:***

The course material is presented in a lecture format utilizing the instructor and guest speakers from the hospitality industry. Powerpoint presentations from different hospitality companies are used and are available on the Blackboard Learning System. In class exercises and discussions of actual revenue management situations are used throughout the semester.

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

Tests are returned to students and reviewed in class. Group projects result in discussions demonstrating different aspects of revenue management systems and how they work. The professor is involved during group project work giving feedback and observing student interaction and progress. Office hours are also available for students.

1. ***Evaluation Tools:***

Evaluation of student performance will be based on:

* Class attendance.
* In-class group assignments.
* Quizzes.
* Group project.
* Midterm exam.
* Final exam.

Exams, group project, class assignments, and attendance.

**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***

Students access Vista for power point presentations and it is optional to use Excel for some of the assignments.

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

Students work in teams of 3-4 on several in-class projects and the final project.

1. ***Projects***

Students work in groups on several projects. First, they work in class on some practice exercises that require the group to implement a selling strategy day by day over the course of a week. Second, students will work in groups of 3-4 on their final project, which is a group project that uses an existing hotel and develops a competitive set, rate structure and selling strategies for that hotel.

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. Topics**

1. The culture of revenue management

2. The importance of customers and the Market in revenue management

3. The components of revenue management

4. Revenue management practices in corporate and group hotels

5. Maximizing revenues on the day of arrival.

**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 | A C D G | D |
| Technology Skills | A B C D E F G | D |
| Problem Solving Skills | A B C D E F G | DM |
| Analytical Skills | A B C D E F G | DM |
| Conceptual Skills | C D F G | D |
| Ethical Skills |  | I |
| Global Skills |  |  |
| Human Relation Skills |  |  |
| Career and Life Skills |  |  |
| Technical Skills | A B C D E | DM |

\*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.*