Course Description

Presentation of the resort industry and the unique issues and problems of resort management and operations. Includes activity programming, guest safety and security, and corporate and meeting planning. Examines the hiring and management of seasonal employees.

Course Textbook


Course Learning Objectives

Upon completion of this course, students should be able to:

1. Discuss what an effective GM in today's hotel environment must know and do to be successful.
2. Provide an overview of lodging organizations in terms of their characteristics, structure, and departments.
3. Differentiate traditional and contemporary approaches for hotel human resources practices.
4. Describe team-building tactics and personnel approaches for employee selection, orientation, and training.
5. Describe the process to develop a budget, including long-range budgets, annual budgets, and monthly budgets.
6. Describe the major types of financial statements and examine their purposes.
7. Explain the roles and responsibilities of the housekeeping department in cleaning public spaces, guest rooms, and on premise laundry.
8. Describe and review the roles and responsibilities of the housekeeping department's interrelationships with other departments.
9. Discuss how to increase food quality and, in turn, increase guest satisfaction in room service operations.
10. Explain procedures to help assure profitable, well-planned, and well-executed banquets.
11. Describe how to meet the responsibilities of the engineering and maintenance (E&M) department.
12. Discuss the important roles of a chief engineer and maintenance assistance in managing an effective E&M department.
13. Discuss the various safety resources available and special safety issues to improve guest safety and minimize the legal liability of the hotel.
14. Describe segmentation of the sales and marketing department by product sold, market, and distribution network.
15. Define marketing and sales, and distinguish activities between marketing and sales efforts.
16. Identify tools used to evaluate the sales and marketing department's internal and external efforts.
17. Analyze major franchise companies and the brands they operate.
18. Explain how major hotel management companies operate and how a management contract affects the day-to-day responsibilities of the GM.
19. Outline the process of buying and opening a small to midsize hotel.
20. Characterize the hotel/resort business as a global industry.

Credits

Upon completion of this course, the students will earn three (3) hours of college credit.
Course Structure

1. **Unit Learning Objectives:** Each unit contains Unit Learning Objectives that specify the measurable skills and knowledge students should gain upon completion of the unit.
2. **Summary of Course Unit:** summarizes key issues in the assigned chapters to provide broader subject matter application and professional relevance.
3. **Reading Assignments:** Each unit contains Reading Assignments from one or more chapters from the textbook. Chapter presentations are provided in each unit study guide as supplemental reading to aid students their course of study.
4. **Learning Activities (Non-Graded):** These non-graded Learning Activities are provided in the unit to aid students in their course of study.
5. **Key Terms:** Key Terms are intended to guide students in their course of study. Students should pay particular attention to Key Terms as they represent important concepts within the unit material and reading.
6. **Discussion Boards:** Discussion Boards are a part of all CSU term courses. Information and specifications regarding these assignments are provided in the Academic Policies listed in the Course Menu bar.
7. **Unit Assessments:** This course contains eight Unit Assessments, one to be completed at the end of each unit.
8. **Unit Assignments:** Students are required to submit for grading Unit Assignments in each Unit. Specific information and instructions regarding these assignments are provided below.
9. **Ask the Professor:** This communication forum provides you with an opportunity to ask your professor general or course content related questions.
10. **Student Break Room:** This communication forum allows for casual conversation with your classmates.

Unit Assignments

**Unit I PowerPoint Presentation**

Create a 7-10 slide presentation on the Hotel Industry and General Manager. You may use various sources including your textbook. Be sure to cite any sources used in a reference slide with proper APA formatting. (Cover and reference slides do not count). You may also use the slide notes function to explain slide contents as necessary.

Be sure to include the following points in your presentation:

- Characteristics, structure, and departments of lodging organizations.
- Effective strategies to deliver quality guest service and products.
- What a GM must know and do to be successful.
- The GM's significant roles and responsibilities.
- Daily activities performed by the GM.

**Unit II Mock Interview**

Create a set of interview questions for a mock interview of someone in the hotel general management field.

Be sure to include the following:

- Duties/Responsibilities
- Investor relations
- Brand management
- Property management
- Qualifications/Skills and training

**Unit III PowerPoint Presentation**

Create a 7-10 slide presentation on Revenue Management. You may use various sources including your textbook. Be sure to cite any sources used in a reference slide with proper APA formatting. (Cover and reference slides do not count). You may also use the slide notes function to explain slide contents as necessary.

Be sure to include the following points in your presentation:

- Major responsibilities and functions of the controller's office.
- Major types of financial statements and their purposes.
• Roles of internal and external audits.
• Importance of accurate forecasting.
• Purpose of yield management strategies.

Unit IV Timeline

A timeline is a way of displaying a list of events in chronological order. It is typically a graphic design showing a long bar labeled with times and/or dates, and events labeled on points where they would have happened. Timelines can take use any time scale, depending on the subject and data. Most timelines use a linear scale, where a unit of distance is equal to a set amount of time. This time scale is dependent on the events in the timeline.

Create a timeline for the guest services stages from pre-arrival to departure.

Unit V PowerPoint Presentation

Create a 7-10 slide presentation on Housekeeping, and Food and Beverage. You may use various sources including your textbook. Be sure to cite any sources used in a reference slide with proper APA formatting. (Cover and reference slides do not count). You may also use the slide notes function to explain slide contents as necessary.

Be sure to include the following points in your presentation:

• Roles and responsibilities of the housekeeping department.
• Job duties required of executive housekeepers, room inspectors, and room attendants.
• Basics of food and beverage.
• Importance of alcoholic beverage service training.

Unit VI Venn Diagram

Create a Venn Diagram to compare Safety and Security. Be sure to include a written analysis/conclusion below the diagram (minimum 75 words). Be sure to cite any sources used, including the textbook, in APA format.

The Venn Diagram is an organizational tool made of two overlapping circles for charting similarities and differences between characters, stories or other elements.

Directions:

1. Read about Safety and Security efforts.
2. Create a Venn Diagram.
3. Type the characteristics of Item 1 in the first space on the left.
4. Type the characteristics of Item 2 in the last space on the right.
5. Type the characteristics that both items have in common in the space in the center.
6. Analyze the data you have entered.
7. Write your conclusions below the diagram.
8. Include the following terminology in your analysis/conclusion: safety, security, reasonable care, foreseeable harm, and liable.

Unit VII PowerPoint Presentation

Create a 7-10 slide presentation on Hotel Franchising. You may use various sources including your textbook. Be sure to cite any sources used in a reference slide with proper APA formatting. (Cover and reference slides do not count). You may also use the slide notes function to explain slide contents as necessary.

Be sure to include the following points in your presentation:

• Major franchise companies and the brands.
• Alternative brand options.
• Advantages of brand affiliation.

How the management contract affects the day-to-day responsibilities of the GM.
Unit VIII Article Critique

You should begin work on this assignment during Unit V.

Directions: Initially review the issues currently occurring in the resort management profession, such as economic challenges, market competition, staffing needs, and the like. Then select an issue of your choice and search the CSU Online Library for two articles pertaining to resort/hotel management. The articles should be less than three years old and exceed three pages in length. Analyze and evaluate the articles as to their relevance in today’s marketplace and organize your Article Critique as follows:

- Part 1 of the critique consists of the identification of the articles. Be certain that you provide readers with enough information about the articles so they will be able to locate them.
- Part 2 presents an abstract of each article in which you briefly summarize the main points the author established.
- Part 3 offers your actual critique of the articles. You are to provide your reaction (insightful, critical, and logical) to the points the authors made. A simple statement of agreement or disagreement is not sufficient. While you may make such a statement by way of an introduction to your reaction, you must clearly and logically state the reasons for the position you have taken toward the data presented within the articles.

Required length of your paper: minimum of 1,000 words. Use APA formatting and documentation.

Submit your paper by uploading it through the link provided in Unit VIII. Do not e-mail your paper directly to your professor. Your university record will automatically be updated to indicate you have submitted your paper and the paper will be sent to your professor for grading.

APA Guidelines

CSU requires that students use the APA style for papers and projects. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed. A document titled “APA Guidelines Summary” is available for you to download from the APA Guide Link, found in the Learning Resources area of the myCSU Student Portal. It may also be accessed from the Student Resources link on the Course Menu. This document provides links to several internet sites that provide comprehensive information on APA formatting, including examples and sample papers.

CSU Grading Rubric for Papers/Projects

The course papers will be graded based on the CSU Grading Rubric for all types of papers. In addition, all papers will be submitted for electronic evaluation to rule out plagiarism. Course projects will contain project specific grading criteria defined in the project directions. To view the rubric, click the Academic Policies link on the Course Menu, or by accessing the CSU Grading Rubric link, found in the Learning Resources area of the myCSU Student Portal.

Communication Forums

These are non-graded discussion forums that allow you to communicate with your professor and other students. Participation in these discussion forums is encouraged, but not required. You can access these forums with the buttons in the Course Menu. Instructions for subscribing/unsubscribing to these forums are provided below.

Click here for instructions on how to subscribe/unsubscribe and post to the Communication Forums.

Ask the Professor

This communication forum provides you with an opportunity to ask your professor general or course content questions. Questions may focus on Blackboard locations of online course components, textbook or course content elaboration, additional guidance on assessment requirements, or general advice from other students.
Questions that are specific in nature, such as inquiries regarding assessment/assignment grades or personal accommodation requests, are NOT to be posted on this forum. If you have questions, comments, or concerns of a non-public nature, please feel free to email your professor. Responses to your post will be addressed or emailed by the professor within 48 hours.

Before posting, please ensure that you have read all relevant course documentation, including the syllabus, assessment/assignment instructions, faculty feedback, and other important information.

**Student Break Room**

This communication forum allows for casual conversation with your classmates. Communication on this forum should always maintain a standard of appropriateness and respect for your fellow classmates. This forum should NOT be used to share assessment answers.

**Grading**

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Discussion Boards (8 @ 2%)</td>
<td>= 16%</td>
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<tr>
<td>Unit Assessments (8 @ 5%)</td>
<td>= 40%</td>
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<tr>
<td>PowerPoint Presentations (4 @ 5%)</td>
<td>= 20%</td>
</tr>
<tr>
<td>Venn Diagram</td>
<td>= 5%</td>
</tr>
<tr>
<td>Mock Interview</td>
<td>= 5%</td>
</tr>
<tr>
<td>Timeline</td>
<td>= 5%</td>
</tr>
<tr>
<td>Article Critique</td>
<td>= 9%</td>
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<tr>
<td><strong>Total</strong></td>
<td>= 100%</td>
</tr>
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**Course Schedule/Checklist (PLEASE PRINT)**

The following pages contain a printable Course Schedule to assist you through this course. By following this schedule, you will be assured that you will complete the course within the time allotted.
## BHM 4400, Resort Management and Operations

### Course Schedule

By following this schedule, you will be assured that you will complete the course within the time allotted. Please keep this schedule for reference as you progress through your course.

<table>
<thead>
<tr>
<th>Unit I</th>
<th>The Hotel Industry and The Hotel General Manager (GM)</th>
</tr>
</thead>
</table>
| **Review:** |  □ Unit Study Guide  
           □ Learning Activities (Non-Graded): See Study Guide |
| **Read:** |  □ Chapter 1: The Hotel Industry: Overview and Professional Career Opportunities  
           □ Chapter 2: The Hotel General Manager |
| **Discuss:** |  □ Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time) |
| **Submit:** |  □ Assessment by Tuesday, Midnight (Central Time)  
           □ PowerPoint Presentation by Tuesday, Midnight (Central Time) |

| Notes/Goals: |

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<table>
<thead>
<tr>
<th>Unit II</th>
<th>Management, Supervision, and Service Skills for the GM and Human Resources</th>
</tr>
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</table>
| **Review:** |  □ Unit Study Guide  
           □ Learning Activities (Non-Graded): See Study Guide |
| **Read:** |  □ Chapter 3: Management, Supervision, and Service Skills for the GM  
           □ Chapter 4: Human Resources |
| **Discuss:** |  □ Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
           □ Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time) |
| **Submit:** |  □ Assessment by Tuesday, Midnight (Central Time)  
           □ Mock Interview by Tuesday, Midnight (Central Time) |

| Notes/Goals: |
## BHM 4400, Resort Management and Operations

### Course Schedule

<table>
<thead>
<tr>
<th>Unit III</th>
<th>Accounting and Revenue Management</th>
</tr>
</thead>
</table>
| **Review:** | □ Unit Study Guide  
  □ **Learning Activities (Non-Graded):** See Study Guide |
| **Read:** | □ Chapter 5: Accounting  
  □ Chapter 6: Revenue Management |
| **Discuss:** | □ **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
  □ **Discussion Board Comment:** Comment on another student's Discussion Board response by Tuesday, Midnight (Central Time) |
| **Submit:** | □ **Assessment** by Tuesday, Midnight (Central Time)  
  □ **PowerPoint Presentation** by Tuesday, Midnight (Central Time) |

**Notes/Goals:**

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<table>
<thead>
<tr>
<th>Unit IV</th>
<th>Sales and Marketing and The Front Office</th>
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</table>
| **Review:** | □ Unit Study Guide  
  □ **Learning Activities (Non-Graded):** See Study Guide |
| **Read:** | □ Chapter 7: Sales and Marketing  
  □ Chapter 8: The Front Office |
| **Discuss:** | □ **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
  □ **Discussion Board Comment:** Comment on another student's Discussion Board response by Tuesday, Midnight (Central Time) |
| **Submit:** | □ **Assessment** by Tuesday, Midnight (Central Time)  
  □ **Timeline** by Tuesday, Midnight (Central Time) |

**Notes/Goals:**
## BHM 4400, Resort Management and Operations

### Course Schedule

<table>
<thead>
<tr>
<th>Unit V</th>
<th>Housekeeping and Food and Beverage</th>
</tr>
</thead>
</table>
| **Review:** | Unit Study Guide  
Learning Activities (Non-Graded): See Study Guide |
| **Read:** | Chapter 9: Housekeeping  
Chapter 10: Food and Beverage |
| **Discuss:** | Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time) |
| **Submit:** | Assessment by Tuesday, Midnight (Central Time)  
PowerPoint Presentation by Tuesday, Midnight (Central Time) |

**Notes/Goals:**

<table>
<thead>
<tr>
<th>Unit VI</th>
<th>Facility Engineering and Maintenance and Safety and Property Security</th>
</tr>
</thead>
</table>
| **Review:** | Unit Study Guide  
Learning Activities (Non-Graded): See Study Guide |
| **Read:** | Chapter 11: Facility Engineering and Maintenance  
Chapter 12: Safety and Property Security |
| **Discuss:** | Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)  
Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time) |
| **Submit:** | Assessment by Tuesday, Midnight (Central Time)  
Venn Diagram by Tuesday, Midnight (Central Time) |

**Notes/Goals:**
## Unit VII: Franchise Agreements and Management Contracts

**Review:**
- Unit Study Guide
- **Learning Activities (Non-Graded):** See Study Guide

**Read:**
- **Chapter 13:** Franchise Agreements and Management Contracts

**Discuss:**
- **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- **Assessment** by Tuesday, Midnight (Central Time)
- **PowerPoint Presentation** by Tuesday, Midnight (Central Time)

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## Unit VIII: Purchasing a Hotel and Managing in the Global Hotel Industry

**Review:**
- Unit Study Guide
- **Learning Activities (Non-Graded):** See Study Guide

**Read:**
- **Chapter 14:** Purchasing a Hotel
- **Chapter 15:** Managing in the Global Hotel Industry

**Discuss:**
- **Discussion Board Response:** Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- **Discussion Board Comment:** Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

**Submit:**
- **Assessment** by Tuesday, Midnight (Central Time)
- **Article Critique** by Tuesday, Midnight (Central Time)

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Notes/Goals: