Tompkins Cortland Community College
Master Course Syllabus

Course Discipline and Number: HRMG 103   **Year: 2024-2025**

Course Title: Lodging Operations Management   **Credit Hours: 3**

I. Course Description: This course explores the basic principles and strategies for a variety of lodging operations including resorts, hotels, select service inns, camping operations, vacation rentals, institutional operations, and others. Specific topics include revenue strategy, reservations, forecasting, budgeting, cash control procedures, night audit and accounting techniques, front office functions, safety, security & emergency procedures, inventory management, service standards and guest services, housekeeping, and engineering department functions. An introduction to public relations and sales strategies is included and industry terminology and technical tools are covered. Prerequisites: Prior completion of HRMG 100 is recommended. 3 Cr. (3 Lec.) Fall and spring semesters.

II. Additional Course Information:

1.	This is a required course for the Hotel & Restaurant Management A.A.S. program.
2.	This is an appropriate elective for Culinary Arts A.A.S., Business Administration A.S., and Wine Marketing A.A.S.
3.	HRMG 103 may be taken as a stand-alone course for workforce needs or by anyone who is interested in learning about lodging management and/or improving employability in the field.
4.	The skills acquired as a result of completing HRMG 103 may provide access to advanced levels of coursework, training, and employment opportunities within the hospitality industry.

III. Student Learning Outcomes
Upon successful completion of this course, students will be able to:

1.	Describe the primary role and tasks of a lodging operation.
2.	Explain the need for emergency planning and security in a lodging setting.
3.	Use the accounting and forecasting principles of the lodging industry.
4.	Evaluate and discuss professional concepts and terminology used in the lodging industry.

IV. Tompkins Cortland Institutional Learning Outcomes; Program Learning Outcomes; SUNY General Education Outcomes

Tompkins Cortland ILOs – N/A

Complete this section for "service" courses only (e.g., courses that are required of all students; courses that are not program specific but satisfy liberal arts requirements; or commonly used in multiple academic programs to meet non-program-specific requirements). Check only Institutional Learning Outcomes (ILOs) that are meaningfully developed and assessed in this course. For each ILO chosen, include the SLO to which it aligns.

Students will:
☐ Communicate effectively, in oral and written forms, taking into consideration audience and purpose.

☐ Apply principles and methods of scientific inquiry and quantitative reasoning appropriate to their discipline.

☐ Use information, critical thinking, and the creative process to solve problems and reach conclusions.

☐ Use technology appropriate to their discipline.

☐ Describe the ways in which social, economic, or environmental sustainability depends on their own and the collective contributions of a diversity of ideas and people

Program Learning Outcomes

Complete this section for program-specific courses (e.g., those that share the same discipline code as the academic program or satisfy requirements in related programs).   List the academic program(s) here and note which Student Learning Outcomes align to specific Programmatic Learning Outcomes. Please see the MCS Instructions for more details.

Specify the Academic Program: Hotel and Restaurant Management A.A.S.

List the PLO(s) that are meaningfully developed and assessed in this course AND the specific SLO(s) through which the development and assessment will occur.

PLO: Apply Hospitality Information for the Profession

> **SLO: 1**-Describe the primary role and tasks of a lodging operation.

PLO: Employ Tools for Business Decisions

> **SLO: 2** Explain the need for emergency planning and security in a lodging setting.
> **SLO: 3** Use the accounting and forecasting principles of the lodging industry.

PLO: Practice Standards of Professional Service in the Global World

> **SLO: 4** Evaluate and discuss professional concepts and terminology used in the lodging industry.

SUNY General Education Outcomes– N/A
If this course **assesses** a SUNY GEN ED Outcome, check all that apply and indicate which course outcome(s) address each checked item:

☐ CRITICAL THINKING - Students will:
   a. identify, analyze, and evaluate arguments as they occur in their own or others' work; and
   b. develop well-reasoned arguments.

☐ INFORMATION MANAGEMENT - Students will:
   a. perform the basic operations of personal computer use;
   b. understand and use basic research techniques; and
   c. locate, evaluate and synthesize information from a variety of sources.

☐ SUNY GENERAL EDUCATION KNOWLEDGE AND SKILLS AREA(s): **N/A**
For courses that are approved to meet one (or more) of the ten SUNY General Education Knowledge and Skills Areas, indicate which area the course fulfills, and which outcome(s) are aligned with the SUNY outcomes for that area:

☐ This course does not address any of the above Tompkins Cortland ILOs, PLOs, or SUNY General Education Outcomes.

V. Essential Topics/Themes

1. Scope of the lodging industry: the various classifications of operations, including the many market segments and brands, emerging trends such as vacation rental platforms, camping operations, and other lodging organizations.
2. Departments of a traditional lodging operation and their role in providing guest service (including limited food service).
3. Duties of lodging personnel in each of these departments.
4. Career opportunities within lodging.
5. Processing of a guest inquiry and reservation: sales responsibilities such as upselling/suggestive sales, loyalty programs, registration procedures for both transient and group guests, methods of communication within that process, and the importance of guest service and service recovery.
6. Financial reporting procedures: the night audit and general accounting practices of the lodging industry.
7. Property management systems available to the industry.
8. Revenue measurement calculations related to forecasting, yield management, occupancy, rate structure, and estimation formulas (STR performance data tools and analytics).
9. Safety, sanitation, and legal responsibilities of a hotel.
10. Duties, challenges, and management elements of the housekeeping department.
11. Materials management and inventory administration of a hotel rooms division.
12. Responsibilities of the engineering and facilities department.
13. Hotel rooms division operations and the future of lodging and guest service.

VI. Methods of Assessment/Evaluation

Method	% Course Grade
1. Homework exercises, quizzes and case studies	25%
2. Lodging operations observation project	25%
3. Midterm evaluation/assignment	20%
4. Final evaluation/assignment	20%
5. Participation/contributions to class	10%

VII. Texts – ☐ Required   ☒ Recommended   ☐ Used for more than one course (list courses)

	OER
1. David Hayes, Jack Ninemeier, and Allisha Miller. *Foundations of Lodging Management*. 2nd Ed., 2021. Pearson.	☐

Editions listed are current as of date of syllabus. More recent editions may be used.

VIII. Bibliography of Supplemental Materials

1. https://www.oercommons.org/courseware/lesson/71783/overview (Artificial Intelligence)
2. https://str.com/   https://str.com/training/academic-resources/share-center
3. Bardi, J.A. *Hotel Front Office Management*. 5th Ed., 2010. John Wiley & Sons, Inc.

Editions listed are current as of date of syllabus. More recent editions may be used.

IX. Other Learning Resources

Audiovisual: You tube videos; Ted Talks on Hospitality; Video training published by AHLA

Electronic: Text Resources/PPTs.

Other: Articles and current trends published in trade publications as appropriate; Guest Speakers from area hospitality operations; Advisory Council resources.

Attendance Policy: To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.

Services for Students with Disabilities: It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for academic adjustments. All course materials are available in alternate formats upon request.

Academic Integrity: Every student at Tompkins Cortland Community College is expected to act in an academically honest fashion in all aspects of his or her academic work: in writing papers and reports, in taking examinations, in performing laboratory experiments and reporting the results, in clinical and cooperative learning experiences, and in attending to paperwork such as registration forms.
Any written work submitted by a student must be his or her own. If the student uses the words or ideas of someone else, he or she must cite the source by such means as a footnote. Our guiding principle is that any honest evaluation of a student's performance must be based on that student's work. Any action taken by a student that would result in misrepresentation of someone else's work or actions as the student's own — such as cheating on a test, submitting for credit a paper written by another person, or forging an advisor's signature — is intellectually dishonest and deserving of censure.
Several degree programs offer student learning opportunities (such as internships, field work, and clinical experiences) outside the standard classroom setting. As part of the learning process, students must understand and engage in conduct that adheres to principles guiding employment within the professional workplace. These behaviors include, but are not limited to, academic integrity, accountability, reliability, respect, use of appropriate language and dress, civility, professional ethics, honesty, and trustworthiness. Disciplinary action may be initiated for inappropriate conduct occurring while participating in any course-related project or event.