Instructor Information

Instructor: Dr. W. Jinnings Burruss, Jr., Ed.D., NCIDQ
Office: PTC South, CAHMI, Office 225
Mailbox: CAHMI

Hours:
- Monday: 2:30 PM – 4:00 PM
- Tuesday: 1:00 PM – 3:00 PM
- Wednesday: 10:00 AM – 11:30 AM
- Thursday: 1:00 PM – 3:00 PM
- Friday: by appointment only.

Email: wburruss@uaptc.edu

*All emails and telephone calls will receive a response within two business days.

Director: Renee Smith
Associate Dean: Todd Gold

*If your emails and telephone calls do not receive a response within two business days, the appropriate chain of command is above.

Course Information

This online course requires an updated computer with current operating system, Google Chrome and associated internet programs. Students may use the computer/internet resources of UA Pulaski Technical College. Computers are available in the computer labs across the campus as well as at the UA PTC Libraries (Main Campus and PTC South).

Catalog Description

HOS 2309. Lodging Operations This introduction to the hotel business offers a detailed study of different departments within hotel properties, including the development and classification of hotel establishments, the front office, hotel and room division operations, food and beverage operations, engineering, security, sales and marketing, night auditing, human resources, and culture. (3 credit hours) (S, D)

Course Materials

Text Book:
Mission Statement

University of Arkansas – Pulaski Technical College provides access to high-quality education that promotes student learning and enables individuals to develop to their fullest potential.

Institutional Learning Outcomes and General Education

UA-PTC supports a college-wide institutional learning assessment program which concerns effective instructional methods and promotes student learning achievement by assessing:

1. Communication
2. Critical Thinking
3. Cultural Awareness
4. Information Literacy
5. Professionalism
6. Quantitative Literacy
7. Technology Literacy

For more information, please consult the following website: https://uaptc.edu/sla

Department / Program Learning Outcomes

- Demonstrate an understanding of the broad scope of career options in hospitality along with an overview of hospitality operations and standards.
- Demonstrate proficiency in appropriate computer and information technologies. Apply technology to culinary and hospitality operations.
- Utilizing critical thinking skills, demonstrate oral and written communication proficiency with public speaking, social media, menu design, and written articles and/or reports.
- Analyze strategies to serve the current needs of the hospitality industry. Describe contemporary culinary and hospitality trends.
- Demonstrate best practices to meet current and changing guest needs and expectations.
- Apply purchasing and of cost control principles, related to culinary and hospitality business.
- Demonstrate applicable math skills to culinary and hospitality operations business.
- Operate in a safe and sanitary manner. Demonstrate systematic approach to safety and legal issues of operations in back of the house and front of house environments.
- Use accepted nutrition standards that lead to positive health benefits. Discuss current community health trends and concerns.
- Formulate strategies to improve sustainability and ‘green’ principles in hospitality management.
• Demonstrate the dynamics of the changing global business environment. Discuss service, food, and dietary issues from cultural, religious, historical, and geographical perspectives.
• Demonstrate knowledge of personal skills, including accepted professional standards and codes of conduct. Apply culinary and hospitality terminology.
• Describe the Management Process and explain the distinction between Management and Leadership.
• Demonstrate how to incorporate experiential learning from course work and practicum to become a successful hospitality professional.

Student Learning / Course Outcomes

• Have a better perspective of the lodging industry, both domestic and international.
• Understand the history of the lodging industry and identify future trends that will affect it.
• Identify the relationship between a hotel’s operational departments.
• Understand common lodging terms, and how they are used in the hotel industry.
• Describe the basic organizational structure of a hotel.
• Understand the role and responsibilities of a General Manager in a hotel.
• Understand the role and responsibilities of the human resource department.
• Understand the role of revenue management practices in operating a hotel.
• Understand the role and responsibilities of the sales and marketing department.
• Understand the role and responsibilities of the front office in a hotel.
• Understand the various booking channels and how they influence costs and revenues.
• Comprehend staffing issues and labor cost control tools for various departments.
• Understand the key components of managing the food and beverage departments (kitchen, banquets, room service, restaurant and bar).
• Comprehend the basics of the engineering and maintenance department.
• Understand the different forms of hotel ownership and management, particularly the role of franchising and management contracts.
• Have a full understanding of hotel security and risk management issues related to the industry.
• Understand the issues related to managing a diverse workforce in the global hotel industry.

Policies

Report a Complaint or Concern

UA-PTC takes very seriously complaints and concerns regarding the institution. Most complaints or concerns of a specific nature should be initiated and resolved at the campus level through normal college processes whenever possible. UA - Pulaski Technical College receives and resolves complaints using a variety of methods. To report a complaint or concern, please follow the link below.
https://www.uaptc.edu/report-a-concern-complaint

**UA-PTC Attendance Policy**

Education at UA-PTC requires students’ active involvement in the learning process. Thus, students are expected to attend all classes and actively engage in all learning assignments and/or opportunities provided in their classes. Class attendance should be treated as mandatory by all students as attendance will be taken by all instructors during the first two weeks of class. Additionally, a written policy on student attendance that is tied to course objectives and included in a course syllabus will be provided for each course by instructors.

**Departmental Attendance Policy**

Attendance is required for successful completion of this course. If you stop attending class, do not assume that you will be automatically dropped. Students are responsible for completing the necessary paperwork with the Student Services office to officially drop from a class. Students must abide by the deadlines of Student Services for a “drop.”

It is the responsibility of the student to obtain assignments that were missed because of absence or tardiness. Lab experiences cannot be made up which were missed, as they are live situation experience labs.

**Course Policies**

The UA-PTC Catalog rules and regulations will be enforced in this course at all times.

Please consult the following website for more information:

Professional behavior is required. Punctual attendance and intelligent participation are expected. Particulars as determined by the instructor are detailed in the paragraph below.

Appropriate behavior is expected for all communications, including any notes, email messages, or telephone conversations. Some guidelines for communication are included in this syllabus to help you.

**CAHMI Students (Culinary and or Hospitality) must be in uniform when on campus for class or official activities. The uniform policy may be found at the end of this syllabus.**

**CAHMI Students must also adhere to policies regarding safety and sanitation, lab use, and personal hygiene.**

**Grading Policy**

Letter grades will be based on the following scale:
90 to 100% A
80 to 89%  B
70 to 79%  C
60 to 69%  D
0 to 59%   F

Grades will be based on the following:

1. Completion of coursework/homework as assigned

<table>
<thead>
<tr>
<th>Activity</th>
<th>Times</th>
<th>Point</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Weekly Reading Quiz</td>
<td>15</td>
<td>50</td>
<td>750</td>
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<tr>
<td>Communication: Case Studies</td>
<td>15</td>
<td>50</td>
<td>750</td>
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<tr>
<td>CAHMI Special Events</td>
<td>2</td>
<td>50</td>
<td>100</td>
</tr>
<tr>
<td>Review Questions</td>
<td>15</td>
<td>50</td>
<td>750</td>
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<tr>
<td>Mid Term Exam</td>
<td>1</td>
<td>100</td>
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2. Homework

All homework is due the Sunday after it is assigned by 11:59p.m.

For example: Week 1, Chapter 1 homework is due on Sunday Night at 11:59p.m.

You must write out the Question and ANSWERS to all review questions for full credit. Make sure you type out the answer to multiple choice questions for full credit as well. It is suggested that you type your assignments into a Word Document (or something similar). You may then copy and paste it into the submission book. I am giving you credit for completing the assignment, but am not grading for accuracy. ****This course involves heavy reading****

Reading Quizzes - There will be reading quizzes every week, each worth 40 points. There is no make-up of missed reading quizzes.

Bonus Points/Extra Credit – Throughout the semester there will be an opportunity for students to earn extra credit by helping with PTC Culinary Arts and Hospitality Management Institute special events. The instructor will inform you of these opportunities.
Evaluation

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<thead>
<tr>
<th>Activity</th>
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<tr>
<td>CAHMI Special Events</td>
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<tr>
<td>Participation</td>
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<tr>
<td>Review Questions</td>
<td>15</td>
<td>50</td>
<td>750</td>
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<tr>
<td>Mid Term Exam</td>
<td>1</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>Final Exam</td>
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<td>150</td>
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<td>Total</td>
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Assignments will not be accepted via email or via messaging; all assignments must be submitted via Blackboard.

* Instructors have one week to provide feedback and post grades for all assignments unless otherwise noted by a departmental policy that has been approved by the Dean of the School.

In an online class, eligibility for Financial Aid is based on student participation. Logging into the course does not constitute participation. For purposes of roster certification, students must complete a gradable attendance artifact.

Academic Integrity

It is expected that all students who attend UA-PTC conduct themselves in a manner appropriate for the college experience. Academic integrity is a vital component of collegiate behavior. The UA-PTC catalogue states, “The gaining of knowledge and the practice of honesty go hand-in-hand.”

The catalogue also states, “The responsibility and authority of initiating discipline arising from violations of the rules against dishonesty during the process of the course are vested in the instructor of that course.”

The complete Academic Integrity Policy is in the UA-PTC code of conduct.
Accommodation Policy

Services for Students with Disabilities: UA-PTC is committed to fulfilling all federal requirements as stated in the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, and the American with Disabilities Amendments Act (ADAAA) of 2008. Accommodations are available to students who have documented disabilities. Students who request accommodations must register with the Disability Services Office (Main Campus: 501-812-2738 or South Campus: 501-812-2862) and must provide current and relevant documentation.

Students requesting accommodations should inform the instructor at the beginning of the course or as soon as accommodations are approved. It is the student's responsibility to provide their Accommodation Letter to the instructor. Accommodations are not retroactive and will only be provided once your instructor receives the Accommodation Letter.

Student Code of Conduct

All students are expected to abide by the UA-PTC Student Code of Conduct. For the full Student Code of Conduct, access the most current version of the UA-PTC Academic Catalog. http://uaptc.azurewebsites.net/docs/default-source/course-catalog/2017-18-academic-catalog.pdf?sfvrsn=a08a3038_2

Sexual Misconduct

No person at Pulaski Technical College will, on the basis of gender, be excluded from participation in, be denied benefits of, or be subjected to sex discrimination, sexual harassment or sexual misconduct under any education program or activity. All college administrative policies and procedures regarding sex discrimination, sexual harassment, and sexual misconduct are in compliance with Title IX. Students who feel they are victims of sexual misconduct should contact the UA-PTC Title IX Deputy Coordinator for Students:

Michelle Anderson, Director of Student Life and Leadership
Campus Center Building Room 216
501-812-2756
manderson@uaptc.edu

Course Evaluations

Students may be asked to evaluate their instructor and course near the end of the semester. These student evaluations are very important to the improvement in the quality of instruction and course materials. All results are anonymous and shared with the faculty only after the semester is over and grades have been posted.

Information Literacy

UA-PTC is committed to the Information Literacy Competency Standards for Higher Education as established by the Association of College and Research Libraries and endorsed by the National Forum on Information Literacy. Therefore, all courses will incorporate an information
literacy component so that, by graduation, all students will be able to recognize the need for information, then locate, evaluate, synthesize, and communicate information in an ethical manner. Information literacy encompasses critical thinking, research, media, technology, health, business, and visual literacy skills to produce lifelong learners who can make informed decisions in the workplace and in their personal lives.

**Tentative Course Schedule**

Dates are tentative and may be adjusted by the instructor with prior notice to students.

<table>
<thead>
<tr>
<th>Available Date</th>
<th>Due Date</th>
<th>Course Topic</th>
<th>Reading</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1 1/9</td>
<td>1/13</td>
<td>Getting started</td>
<td>Syllabus</td>
<td>Course Agreement</td>
</tr>
<tr>
<td>Week 2 1/14</td>
<td>1/20</td>
<td>Chapter 1: Hotel Industry</td>
<td>Ch 1</td>
<td>Quiz, Case Study, Review</td>
</tr>
<tr>
<td>Week 3 1/21</td>
<td>1/27</td>
<td>Chapter 2: The Guest Service Imperative</td>
<td>Ch 2</td>
<td>Quiz, Case Study, Review</td>
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<tr>
<td>Week 4 1/28</td>
<td>2/3</td>
<td>Chapter 3 Hotel General Manager</td>
<td>Ch 3 &amp; 4</td>
<td>Quiz, Case Study, Review</td>
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<td>Chapter 4 General Manager are leaders</td>
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<tr>
<td>Week 5 2/4</td>
<td>2/10</td>
<td>Chapter 5 Human Resources</td>
<td>Ch 5</td>
<td>Quiz, Case Study, Review</td>
</tr>
<tr>
<td>Week 6 2/11</td>
<td>2/17</td>
<td>Chapter 6 Accounting</td>
<td>CH 6</td>
<td>Quiz, Case Study, Review</td>
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<tr>
<td>Week 7 2/18</td>
<td>2/24</td>
<td>Chapter 7 Revenue Management</td>
<td>Ch 7</td>
<td>Quiz, Case Study, Review</td>
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<tr>
<td>Week 8 2/25</td>
<td>3/3</td>
<td>Chapter 8 Sales and Marketing</td>
<td>Ch 8</td>
<td>Quiz, Case Study, Review</td>
</tr>
<tr>
<td>Week 9 3/4</td>
<td>3/10</td>
<td>Mid Term Exams</td>
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<tr>
<td>Week 10</td>
<td>3/17</td>
<td>Chapter 9 The Front Office</td>
<td>Ch 9</td>
<td>Quiz, Case Study, Review</td>
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<tr>
<td>Date</td>
<td>Chapter</td>
<td>Section</td>
<td>Notes</td>
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<tr>
<td>3/11</td>
<td>Spring Break</td>
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<tr>
<td>Week 11</td>
<td>3/31 Chapter 10 House Keeping</td>
<td>Ch 10</td>
<td>Quiz, Case Study, Review</td>
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<tr>
<td>3/25</td>
<td>Week 12 4/7 Chapter 11 Food And Beverage</td>
<td>Ch 11</td>
<td>Quiz, Case Study, Review</td>
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<tr>
<td>4/1</td>
<td>Week 13 4/14 Chapter 12 Property Operation and Maintenance</td>
<td>Ch 12</td>
<td>Quiz, Case Study, Review</td>
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<tr>
<td>4/8</td>
<td>Week 14 4/21 Chapter 13 Personal Safety and Property Security</td>
<td>Ch 13</td>
<td>Quiz, Case Study, Review</td>
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<tr>
<td>4/15</td>
<td>Week 15 4/28 Chapter 14 Franchise Management and Management Contracts</td>
<td>Ch 14</td>
<td>Quiz, Case Study, Review</td>
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<td></td>
<td>Chapter 15 Managing in the Global Hotel Industry</td>
<td>Ch 15</td>
<td>Quiz, Case Study, Review</td>
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<td>Week 16 5/8 Course Final</td>
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<tr>
<td>4/29</td>
<td>Week 17 5/8 Course Final</td>
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<tr>
<td>5/6</td>
<td>Week 17 5/8 Course Final</td>
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**Final Exam Schedule:**

5/8/2019 – turned in online

Disclaimer: This schedule is a guide for the semester. The instructor reserves the right to amend the schedule as necessary.

**Academic Calendar:**

**Spring 2019**

Current Student Registration Opens October 9
New Student Registration Begins
October 23

Last Day of Registration
January 9

Payment Deadline
January 9

Martin Luther King’s Birthday (Campus Closed)
January 21

Spring Break
March 17-24

Commencement (10 a.m. Verizon Arena)
May 11

Classes Begin
8 week 1 term
January 9
8 week 2 term
March 11
16-week term
January 9

Last Day to Add/Drop/Swap Online or Change to Audit
8 week 1 term
January 10
8 week 2 term
March 12
16-week term
January 15

Census
8 week 1 term
January 15
8 week 2 term
March 15
16-week term
January 24

Mid-Term
Mid Term 1st 8 Week Term
February 6
Mid Term 2nd 8 Week Term
April 12
Mid Term 16 Week Term
March 12

Last Day to Withdraw
8 week 1 term
February 18
8 week 2 term
April 23
16-week term
April 17

End of Term
8 week 1 term
March 6
8 week 2 term
May 10
16-week term
May 10

Finals
8 week 1 term
March 5-6
8 week 2 term  
16-week term  
<table>
<thead>
<tr>
<th>Grades Due</th>
<th>May 7-8</th>
<th>May 4-10</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 week 1 term</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16-week term</td>
<td>May 13</td>
<td>May 13</td>
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</tbody>
</table>

**College Email Policy**

UA Pulaski Technical College provides each currently enrolled student an electronic mailbox (email). This electronic mailbox is used as an official means for communication between UA Pulaski Technical College and the enrolled student. Each currently enrolled student will monitor and read messages sent to the mailbox address in a timely fashion. Use of this electronic mailbox is governed by the UA Pulaski Technical College Code of Computing Practices.

**Dress Code:**

All students of the CAHMI program are required to dress in the standard uniforms.

**Hospitality Management Institute Uniform:**
- PTC Polo, Royal Blue or Black (available in the Bookstore)
- Black Slacks, Black Belt, Black Socks, Black Shoes (skid resistant)
- (or) Black Skirt (knee length), Black Stockings or Black Socks

**Culinary Arts & Baking Uniform:**
Official White PTC Chef Coat, Black Chef’s Pants, Black Socks, Black Shoes (skid-proof) hat or hairnet, black sharpie, ink pen, thermometer, baking and culinary kits.

**Real World Application / Special Event Participation:**

**Special Events and CAHMI Activities**
Each semester your instructors at PTC: CAHMI ‘adopt’ in a number of special events so that our students have the opportunity for real world application of skills and knowledge. For many of our students, these events are the first time they will work for the public and as such it is essential for their career preparation.
Our instructors select a number of events that offer different real world applications of the Culinary Arts and Hospitality: Receptions, Buffets, Meetings, Formal Dinners, Wine Dinners, Cocktail Parties, Tastings, and more. We also participate in industry events for the trade so that our students may show case their skills and talent for our community. This provides our students with networking opportunities with local chefs, business owners, managers and others in the hospitality field.

For this course, you are required to participate in at least two events this semester. You will work with one of the CAHMI instructors who will verify your participation. For credit, you will need to sign in and sign out at the completion of the event. You will present your instructor with a short (half page) report on the event and your activities.

To obtain a list of events for this semester, please see receptionist in the culinary office. Many of our events are small and only require a few students, so sign up early.

**Inclement Weather Policy**

In the event that the weather is so severe that the college administration believes that life and property may be in danger, the Chancellor of the college may cancel classes until weather conditions improve. When such a decision is made, the news media will be notified. Students should listen for such announcements on Little Rock radio and television stations. If there is no announcement, students should assume the college is open.

Because UA Pulaski Technical College is a commuter campus, inclement weather has a greater adverse impact than on a residential campus. The effects fall unevenly on individual students as road conditions and circumstances vary. Thus, individual decisions are required when hazardous weather conditions exist but the college is officially open.

Students are encouraged to sign up for the UAPTC, Rave Emergency Alert System via the Portal on the PTC website.

**Writing Guidelines**

**This course requires in-depth written assignments; the following guidelines are to be applied by the learner for successful completion of the course.**

Good writing communicates information or ideas clearly and as briefly as possible to the reader. Good writing also obeys certain rules of grammar, spelling, sentence structure and punctuation. Some tips for better writing include:

- Use specific language and the active voice.
- Use plain English and simple sentences.
✓ Follow in inverted pyramid rule.
✓ Use topic sentences.
✓ Avoid clichés and slang.
✓ Use correct spelling, grammar, syntax and punctuation.
✓ Proofread your work (or have someone review it for you).

**Excellent written work:** In addition to addressing all aspects of the assignment, excellent written work will demonstrate a high level of awareness of the writer-reader relationship. This can range from subtleties of word choice to bridging all logical gaps necessary to clarify his or her points. Such work will often be particularly persuasive and enjoyable to read. It will contain almost no problems in any of the areas listed above.

**Good written work:** addresses all points of the assignment. It may contain a few mechanical errors, but not enough to slow the reader. It will have no major organizational problems.

**Satisfactory written work:** addresses enough aspects of the assignment to show that the writer has mastered the key skills and concepts involved. It may contain errors, but an instructor would judge the writing competent in all areas the list above identifies. The writing does not obscure the writer’s meaning.

**Unsatisfactory written work:** fails to address one or more aspects of the assignment, or it exhibits mechanical or organizational problems that makes the essay or paper difficult to follow. A paper is unsatisfactory if it fails to convince the reader that the writer has mastered the skills and concepts the assignment intended to test. A paper also is unsatisfactory if its lack of clarity forces the reader to re-read many passages to find the writer’s meaning.