



**South Portland, Maine 04106**  
**Hospitality Management Department**

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<b>Title: Hotel and Lodging Management</b>	<b>Catalog Number: HSPM-230</b>
<b>Credit Hours: 3</b>	<b>Total Contact Hours: 45</b>
<b>Lecture: HUB 104- 8:30am-9:45am T/TH</b>	<b>Instructor: Maureen LaSalle</b>
<b>Office Hours – Tues/Thursday 11:00am-Noon or by appointment</b>	
<b>Location: Culinary Arts Room 101</b>	
<b>Contact Information: <a href="mailto:mlasalle@smccme.edu">mlasalle@smccme.edu</a> or text 807-1357</b>	

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## **Course Syllabus**

### **Course Description**

This course will provide students with a comprehensive introduction to the management of hotels and lodging properties that combines detailed presentations of each department along with a close examination of organizational structure and the interdependent relationship among departments. Pre-requisites HSPM-101, BUSN 255

### **Course Objectives**

**After successfully completing the course, the student will be able to:**

- Describe the history and profile of the hospitality industry.
- Articulate setting goals and objectives.
- Describe managing people.
- Summarize the reservation experience.
- Summarize guest accounting practices.
- Describe managing guest services.
- Describe food and beverage management.
- Summarize the hotel organizational structure and environment.
- Identify how outstanding managers beat work overload.

### **Learning Outcomes**

The following SMCC Learning Outcomes will be supported by this course:

- Critical thinking: student will evaluate information to make educated decisions based on the fusion of experience, reason and training.

- Communication: student will effectively communicate through writing, speaking and listening.

### **Topical Outline of Instruction**

- Growth and Development of the Lodging Industry.
- Organizational Structure.
- The Front Office.
- Housekeeping.
- The Marketing and Sales Department.
- Human Resource Management.
- Hotel Food and Beverage.
- Loss Prevention and Security.
- The General Manager.
- Yield Management.
- Management Contracts and Franchise Agreements.
- Time-Share and Vacation Ownership.
- Resorts, Themed Lodging, and Special Lodging Environments.

### **Text, Tools and / or Supplies**

#### **Hotel and Lodging Management: An Introduction, 2nd Edition**

Alan T. Stutts (President, Brown College), James Wortman (University of Houston)  
March 2005, ©2006

### **End-of-Course Evaluation**

In order to gain access to final course grades, students must complete evaluations for each course attended at SMCC. Evaluations are submitted online and can be accessed through the student portal site. Students can access the course evaluation report beginning two weeks before the end of classes. The deadline for submission of evaluations occurs 24 hours after the last day of classes each semester. Instructors will announce when the online course evaluation is available.

### **ADA Syllabus Statement**

Southern Maine Community College is an equal opportunity/affirmative action institution and employer. For more information, please call 207-741-5798.

If you have a disabling condition and wish to request accommodations in order to have reasonable access to the programs and services offered by SMCC, you must register with the disability services coordinator, Mark Krogman, who can be reached at 741-5629.

Further information about services for students with disabilities and the accommodation process is available upon request at this number.

### **SMCC Pay-for-Print Policy**

Students can print 150 pages per semester free of charge. If you print over 150 pages, you will be charged 10 cents per page to your student billing account for tuition and fees. Leftover pages from each semester will not be rolled over to the following semester. The College's pay-for-print system monitors printing on all public printers (i.e. those in general access labs, library printers, and the Academic Achievement Center, Noisy Lounge and technology labs). Each time you log-in to the system, the print station displays the remaining print quota. Once the printing quota has been exceeded, users will be charged \$ 0.10 per page or \$.05 per side if the printer prints on both sides on their student accounts on a monthly basis. Color printouts will be charged at 11 page units. This means each color printout will count as 11 pages toward the quota and will cost \$1.10.

### **Add-Drop Policy**

Students who drop a course during the one-week "add/drop" period in the fall and spring semesters and the first three days of summer sessions receive a 100% refund of the tuition and associated fees for that course. Please note any course that meets for less than the traditional semester length, i.e., 15 weeks, has a pro-rated add/drop period. There is no refund for non-attendance.

### **Withdrawal Policy**

A student may withdraw from a course only during the semester in which s/he is registered for that course. The withdrawal period is the second through twelfth week of the fall and spring semesters and the second through ninth week of twelve-week summer courses. This period is pro-rated for shorter-length courses. To withdraw from a course, a student must complete and submit the appropriate course withdrawal form, available at the Enrollment Service Center (no phone calls, please). The designation "W" will appear on the transcript after a student has officially withdrawn. A course withdrawal is an uncompleted course and may adversely affect financial aid eligibility. Failure to attend or ceasing to attend class does not constitute withdrawal from the course. There is no refund associated with a withdrawal.

### **Plagiarism Statement**

Adherence to ethical academic standards is obligatory. Cheating is a serious offense, whether it consists of taking credit for work done by another person or doing work for

which another person will receive credit. Taking and using the ideas or writings of another person without clearly and fully crediting the source is plagiarism and violates the academic code as well as the Student Code of Conduct. If it is suspected that a student in any course in which s/he is enrolled has knowingly committed such a violation, the faculty member should refer the matter to the College's Disciplinary Officer and appropriate action will be taken under the Student Code of Conduct. Sanctions may include suspension from the course and a failing grade in the course. Students have the right to appeal these actions to the Disciplinary Committee under the terms outlined in the Student Code of Conduct.

### **Course Structure**

The class meets twice a week. Students should come to class having read the readings for that day (see schedule). Most classes will involve a lecture about the key concepts of the readings, followed by discussion. Articles, video clips and group activities in the classroom may accompany the lecture. Not all lectures will include PowerPoint. Be prepared to take notes on our discussion topics. In order to earn points from class activities, students must be present at that class. Full course requirements are given below.

### **Official Course Policies**

In addition to SMCC's academic rules, these are my own policies for this course. Please become familiar with them. Your acceptance of these guidelines is assumed if you stay in this course.

### **Attendance, Tardiness, and General Behavior**

This class meets twice a week and regular attendance is expected. I may penalize students for excessive absences (more than 3), and this can include a failing grade for the course. Excused absences are possible with proper documentation such as a Doctor's note. General behavior also applies to chronic late arrivals, using electronic devices, carrying on side conversations, or other disruptive behavior.

### **Professionalism, Courtesy and Civility**

I expect all students, as well as myself, to act in the classroom as if they were in a place of work, and to treat each other with respect and civility. This means no coarse language or offensive or abusive comments. It also means that we demonstrate respect for other peoples' opinions while maintaining an open forum for discussion. Finally, I encourage students to dress and act in a way that cultivates an image of professionalism, especially on days when we have guest speakers or will be on a site tour.

### **Electronic Devices in the Classroom**

Smartphones, iPads, laptop computers and other electronic devices are not to be used in the classroom due to the extreme distraction they cause to users and those around them. Please turn off all cell phones and other devices when you enter the classroom,

and keep them in your bags or pockets. Please bring your personal computer to each class as there will be times we access the internet. This is the only acceptable time for devices to be used.

### **Blackboard**

This class will utilize Blackboard. Please take some time to review the training materials that are on the SMCC website. Announcements and documents will be put in Blackboard.

### **Late or Missed Assignments**

Exams and assignments must be completed and turned in on the dates shown in the course schedule. No in-class activities may be turned in after they are due.

### **Course Requirements**

An overview of course requirements are provided below. More detailed information on these requirements may be given out in class.

#### *1) Quizzes and in class activities– 20%*

Quizzes and in class activities will take place on random days throughout the semester. Quizzes and in class activities cannot be made up. Quizzes and in class activities will focus on current and cumulative learning. Each Quiz may draw upon the readings, presentations, videos and other materials for that part of the course.

#### *2) Exams – 20%*

There will be two exams throughout the semester; dates are shown in the class schedule. Exams cannot be made up. Exams will focus on current and cumulative learning. Each exam may draw upon the readings, presentations, videos and other materials for that part of the course.

#### *3) Partner Project – Guest Service – 30%*

You will apply the basic concepts and tools of guest service to create a comprehensive proposal that addresses customer service challenges in a hotel. The topic question is “How can we, as a guest service consultant, advise a hotel to improve its customer service?” You will choose a local hotel and produce the following:

- Research on the hotel and typical customer service challenges that the business faces.
- Research on Trip Advisor or another type of review site about guest feedback on the business and how the business is or is not utilizing these reviews to interact with their guests.
- Two interviews- one with an employee of the business and one with a manager for the business (must be completed by both participants).
- An observation conducted at the business (must be completed by both participants).
- A written summary of both the interview and the site visit.
- A PowerPoint presentation explaining your research and recommendations for improving customer service.

#### 4) *Community Based Learning and Industry Engagement– 20%*

This class uses community-based learning, which is a teaching and learning strategy that integrates meaningful community service with instruction and reflection to enrich the learning experience, teach civic responsibility, and strengthen communities. Community-based learning is student-centered, hands-on and directly applicable to the curriculum. The distinguished characteristic of community-based learning is its reciprocal and balanced emphasis on both students learning and addressing real needs in the community.

Students are required to participate in the community-based learning program and to participate in industry engagement as a 20% component of their grade. Students will engage in a minimum of two community-based/industry learning events outside the scheduled classroom time. A list of organizations and events will be provided. After the engagement, the student will submit a reflective paper that answers questions specific to the purpose and value of the experience. This paper will help the student to understand their role in society/industry as well as to foster a sense of community.

#### 5) *Class Participation and Homework- 20%*

Class participation is a critical part of learning. To receive maximum benefit from this class you are expected to attend all classes, come prepared and actively participate and contribute to class discussions and activities. Late arrivals and departures should be kept to a minimum. All homework assignments will be passed in at the beginning of class or emailed prior to class. I will accept no late homework assignments.

#### **Course Schedule- subject to change**

Date	Topic	Assignment
Tuesday 1/16	Introductions, class policies, expectations and course syllabus	
Thursday 1/18	Growth and Development of the Lodging Industry	Chapter 1
Tuesday 1/23	Organizational Structure	Chapter 2
Thursday 1/25	Organizational Structure	Chapter 2
Tuesday 1/30	The Front Office	Chapter 3
Thursday 2/1	CHEF SUMMIT	O'MAINE STUDIOS
Tuesday 2/6	The Front Office	Chapter 3
Thursday 2/8	The Front Office	Chapter 3
Tuesday 2/13	GUEST SPEAKER	TBD
Thursday 2/15	The Front Office	Chapter 3
Tuesday 2/20	SITE TOUR	Doubletree South Portland
Thursday 2/22	Housekeeping	Chapter 4

Tuesday 2/27	NO CLASS	Online Assignment
Thursday 3/1	HOUSEKEEPING	Class will meet at the McKernan Center
Tuesday 3/6	SITE TOUR	WESTIN PORTLAND
Thursday 3/8	Marketing & Sales	Chapter 5
Tuesday 3/13	SPRING BREAK	
Thursday 3/15	SPRING BREAK	
Tuesday 3/20	Marketing & Sales	Chapter 5- Turn in partner project information
Thursday 3/22	Human Resources	Chapter 6
Tuesday 3/27	MID TERM EXAM	CHAPTERS 1-6
Thursday 3/29	Hotel Food and Beverage	Chapter 7
Tuesday 4/3	GOVERNOR'S CONFERENCE ON TOURISM	HOLIDAY INN BY THE BAY
Thursday 4/5	Hotel Food and Beverage	Chapter 7
Tuesday 4/10	SITE TOUR	MARRIOTT SABLE OAKS
Thursday 4/12	Loss Prevention & Security	Chapter 8
Tuesday 4/17	The General Manager	Chapter 9
Thursday 4/19	The General Manager	Chapter 9- QUIZ
Tuesday 4/24	GUEST SPEAKER	TBD
Thursday 4/26	Yield Management	Chapter 10
Tuesday 5/1	Yield Management	Chapter 10
Thursday 5/3	Themed Lodging	Chapter 13
Tuesday 5/8	Group Presentations & Review	
Thursday 5/10	FINAL EXAM	Final Exam Chapt 7,8,9,10,13