



UNIVERSITY of MARYLAND
EASTERN SHORE

SCHOOL of BUSINESS AND TECHNOLOGY
Department of Hospitality and Tourism Management

Richard A. Henson Center, Room 2100
Princess Anne, Maryland 21853-1299

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COURSE OUTLINE- SYLLABUS

1. **GENERAL INFORMATION:**

- 1.1 Course: HMGT 220 Technology Management in the Hospitality Industry
4 Credit Hours
- 1.2 Meeting Time: Section 0101 WF – 2:00 p.m. – 3:50 p.m., RHC, Room 1125
- 1.3 Instructor: Katherine A. Quinn, Ph.D., CHE
kaquinn@umes.edu, 410-651-7876, RHC Room 1125
- 1.4 Text: Kasavana, Michael, 6th Edition 2011, “*Managing Computers in the Hospitality Industry*”, Educational Institute of AHMA.
- 1.5 Office Hours: M 11am – 4pm, W 11am – 2pm, TTH 11am. – 1pm
- 1.6 **HTM Departmental Mission and Philosophy:** The mission of the Department of Hospitality and Tourism Management (HTM) within the School of Business and Technology is to prepare entry level hospitality management professionals with **essential skills** for long term hospitality career success and industry leadership. HTM also fosters research and service of direct application and benefit to the State of Maryland and the global hospitality industry. (UMES Undergraduates Catalog: 2015-16).
- 1.7 **Disability Statement:** Students capable of success, regardless of their disabilities are admitted to the university. The faculty and staff of the University of Maryland Eastern Shore work cooperatively to assist their students in achieving their educational goals. Moreover, students with disabilities are accommodated in accordance with both federal and state laws. To receive special accommodations for a disability, the student must register with Student Disability Services (SDS) before any accommodations can be granted. At the time of registering for disability services, please bring documentation to support your claimed disability. The documentation must be recent and provided by a

licensed professional with expertise in the special disability area. If you have any questions about disability services or accommodations, please contact Dr. Dorling K. Joseph at (410) 621-3446. Student Disability Services (SDS) is located in the Student Services Center (SSC, Suite 2165).

2. **COURSE DESCRIPTION:**

This course provides an introduction to basic computing concepts and functions and the use of computers and application-specific software in the hospitality industry, including Microsoft Office 2013, point-of-sale, enterprise management, sales and catering, and property management systems. (UMES Undergraduate Catalog: 2013-15, Page 508).

3. **COURSE OBJECTIVES:**

3.1 **General:** This course provides an introduction to technology systems including computing essentials, Microsoft Office 2013, Global Distribution Systems, Property Management Systems, Point of Sale and Enterprise Management, Sales and Catering, and Accounting Systems.

3.2 **Program Learning Outcomes (PLOs) (#4):**

3.2.1 PLO#4-Technological Fluency - Select, initiate and manage technology based product and process based applications necessary for cost effective customer/guest satisfaction management in hospitality establishments.

3.3 **Course Learning Outcomes (CLOs):** Upon completion of this course students will be able to:

3.3.1 Differentiate between the input/output components, common external storage devices, and add on components. – (3)*

3.3.2 Distinguish between global distribution systems and internet distribution systems. – (3)*

3.3.3 Distinguish affiliate from nonaffiliated central reservations systems. –(3)*

3.3.4 Distinguish between the elements of the room management and guest accounting modules.–(3)*

3.3.5 Compare the features and functions of keyboards and monitors typically used by a point-of-sales system (POS). –(3)*

3.3.6 Differentiate between the functions of a POS account settlement including magnetic strip and RFID readers, power platforms, smart cards, debit cards, cashless payment, and contactless payment. –(3)*

***(Bloom's taxonomy learning level)**

4. CONDUCT OF COURSE:

4.1 **Prerequisites:** HTM or PGM Major

4.2 **Attendance:** (Reference UMES and HRM Dept. Policy)

4.2.1. Class attendance is compulsory for all students.

4.2.2. Each student is permitted a number of "unexcused absences" equal to the number of semester hours the course yields.

4.2.6. For every class period missed beyond the days allowed, a reduction of one (1) letter grade is permitted. Thus, class attendance is paramount. In the service industry, tardiness is not acceptable.

4.2.3. "Excused absences" are those absences incurred by the student's participation in college class-sponsored activities. Examples include band, chorale, gospel choir, athletic teams, field trips, etc.

4.2.4. Every student is responsible for informing his/her teacher(s) of impending absence(s) from class when the student has such information beforehand.

4.2.5. For every class period missed beyond the two (3) days allowed a reduction of one (1) letter grade is permitted.

Thus, class attendance is paramount. In the service industry, tardiness is not acceptable. Students not present at the beginning of class are counted as absent.

4.3 **Activities:**

4.3.1 **Hybrid Labs (completed outside of classroom)**

"Hybrid" courses combine face-to-face classroom instruction with computer-based learning. A significant part of course learning is online and, as a result, reduces the amount of classroom seat time. The hybrid activities for this class will include Web-based activities, reading assignments, and office exercises. Students are responsible for completing each of the activity outside of classroom time and submit prior to the due date (Monday, 11:59pm). **I will not accept any assignments pasted into the Comments section of Blackboard. I will not accept any assignments attached to email even if you submitted the wrong assignment by mistake.**

Lab exercises are NOT a collaborative effort - Copying lab exercises from another student is **plagiarism** and is in violation of the university's academic honest policy. Students who copy and paste from the internet, from another student, or otherwise plagiarize will receive a failing grade. Answers to questions must be written in your own words and properly cited, using APA format. Following is a link to Citation Machine which helps students and professional researchers properly credit the information they use: <http://citationmachine.net/>.

4.3.2 **Web Activities**

These labs involve online searches about relevant computing and hospitality technology

concepts and topics. A series of questions will guide the process and you will locate internet sources to help you respond to each. DO NOT copy and paste information but rather summarize what you have found and properly cite, using APA format. Your responses must be free from punctuation, spelling, and grammar errors, as well as well-organized and written.

4.3.3 Microsoft Office 13

Students will develop important skills using Microsoft Word, Excel, PowerPoint, and Access to create professional documents. Lab exercises will present students with real-life hospitality scenarios and activities.

4.3.4 Hospitality Technology (HT) Research Readings

In this hybrid activity you will learn how different organizations are using today's technology to gain competitive advantage in the hospitality marketplace by reading research reports, white papers, and/or case studies on hospitality technology trends and innovations and summarizing each. Writing a summary teaches you how to condense information and how to read an article to gain better understanding. The respective hospitality technology research paper will be attached in Blackboard.

4.4 Academic Honesty: - See University Handbook for policy and enforcement

Students are expected to do their own work and neither to give nor to receive assistance during quizzes and examinations or to turn in the work of someone and claiming it as your own. **The minimum sanction for cases of proven cheating is failure of the course.**

5. FINAL GRADE DETERMINATION:

In general, students are responsible for all assignments, including guest lecturers, films, textbook reading, handouts, and reports by classmates.

However, final grade will specifically be determined as follows:

	Points	%		
Exams (2)	2 @ 175		350	35%
Lab Exercises:				
In class & Hybrids				
<i>Web & Office Exercises</i>	<i>1 @ 20points</i>			
Research Reading labs	<i>21 @ 30points each</i>		<u>630</u>	<u>65%</u>
	Course Total		1000	100%

90% - 100% - A	900 to 1000			
80% - 89% - B	800 to 899	60% - 69% - D	600 to 699	
70% - 79% - C	700 to 799	59% & Below- F	Less than 600	

Syllabus Changes: The professor reserves the right to make adjustments to the syllabus and assignments and their point value, on an as needed basis. All students will be notified of any changes and provided with an updated syllabus.

6. REFERENCES

Tesone, D.V. (2003). Management & Technology for the Hospitality Industry. Upper Saddle River, NJ: Pearson Prentice Hall

Kasavana, Michael, 6th Edition 2011, "Managing Computers in the Hospitality Industry", Educational Institute of AHMA.

7. SCHEDULE OF DATES, TOPICS, AND ASSIGNMENTS

	Topic	Lab Assignment	Lab Points
Wednesday, August 30, 2017	Course Orientation	Library Research Lab	30
Friday, September 1, 2017	<i>Hybrid</i>	<i>Computing Essentials Lab1</i>	30
Wednesday, September 6, 2017	Computing Essentials	Internet Research Lab	30
Friday, September 8, 2017	<i>Hybrid</i>	<i>Computing Essentials Lab2</i>	30
Wednesday, September 13, 2017	Computing Essentials	Cyber Security Lab	30
Friday, September 15, 2017	<i>Hybrid</i>	Internet & Social Media Lab	30
Wednesday, September 20, 2017	Microsoft Office 2013	Microsoft Office - Word Lab	30
Friday, September 22, 2017	<i>Hybrid</i>	Microsoft Office - Word Lab	30
Wednesday, September 27, 2017	Microsoft Office 2013	Microsoft Office - Excel Lab	30
Friday, September 29, 2017	<i>Hybrid</i>	Microsoft Office - Excel Lab	30
Wednesday, October 4, 2017	Microsoft Office 2013	POS Lecture *	
Friday, October 6, 2017	<i>Hybrid</i>	Microsoft Office - Excel Lab	30
Wednesday, October 11, 2017		POS Lecture *	
Friday, October 13, 2017	<i>Hybrid</i>	Microsoft Office - Excel Lab	
Wednesday, October 18, 2017	MIDTERM	FBR Technology Lectures Test	175
Friday, October 20, 2017	Food, Beverage, Retail (FBR) Technology	Restaurant Application/Digital Tech	30
Wednesday, October 30, 2017	Microsoft Office 2013	Microsoft Office - PowerPoint Lab	30
Friday, October 27, 2017	<i>Hybrid</i>	Microsoft Office - PowerPoint	30
Wednesday, November 1, 2017	<i>Dinner Theatre</i>	<i>No Class</i>	
Friday, November 3, 2017	<i>Dinner Theatre</i>	<i>No Lab</i>	
Wednesday, November 8, 2017	IC³	IC³	30
Friday, November 10, 2017	<i>Hybrid</i>	Hospitality Technology (HT) Customer Engagement	30
Wednesday, November 15, 2017	Lodging Technology	Lodging Technology Lab1 lecture*	
Friday, November 17, 2017	<i>Hybrid</i>	Geofencing Lab	30
Wednesday, November 22, 2017	Lodging Technology	Lodging Technology Lab3 lecture*	30
Friday, November 24, 2017	Thanksgiving	Thanksgiving	30
Wednesday, November 29, 2017	Lodging Technology	Lodging Technology–Lab3 lecture*	20
Friday, December 1, 2017	<i>Hybrid</i>	Hospitality Technology (HT) Lodging Technology	30
Wednesday, December 6, 2017	Test 2	Lodging Technology Lectures	175
Friday, December 8, 2017	<i>Hybrid</i>	Hospitality Technology (HT) Global Traveler	30
			1000

***lecture on test content**