



UNIVERSITY of MARYLAND
EASTERN SHORE

SCHOOL of BUSINESS AND TECHNOLOGY
Department of Hospitality and Tourism Management

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COURSE OUTLINE - SYLLABUS

1. GENERAL INFORMATION:

1.1 Course: HMGT 491 HYBRID – Hospitality Research II – 3 Credit Hrs.

1.2 Meeting Time: MWF-3:00pm-3:50pm

1.3 Instructor: Richard Gormley rpgormley@umes.edu
(410) 651-6562

1.4 Text: How to Research 4th Edition: Blaxter, Hughes & Tight

1.5 Office Hours: MWF 12:00 p.m. - 2:00 p.m.

1.6 **HTM Department Mission and Philosophy:** The mission of the Department of Hospitality and Tourism Management (HTM) 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.

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:**

HMGT 490 Hospitality Research I: Catalog Description

This first semester of a two-semester senior-level, project-based hospitality course requires departmental approval and close liaison with the course instructor. The students are assigned approved projects designed to synthesize the learning of other departmentally offered courses. Students write term papers, manage hospitality events, perform accounting and financial analysis, and develop new operating procedures

HMGT 491 Hospitality Research II

This course is the second semester of the senior-level, projects based class (see HMGT 490) prerequisite: HMGT 490 or written permission of HRM instructor (UMES Undergraduate Catalog 2015-16)

Please note: No student will be permitted by the University to take HMGT 491 without having successfully completed the HMGT 490 prerequisite. No exceptions.

3. **COURSE OBJECTIVES:**

3.1 **General:** This course is projects centered. It is designed so that senior level students must demonstrate the ability to apply management techniques to actual hospitality events and business activities.

3.2 **Program Learning Outcomes:** This course will address one of the HTM program learning outcomes

P.L.O. #1 – Production of graduates with ability to – apply the principles of hospitality operations, and utilize professional terminology while exhibiting/demonstrating hospitality professionalism and demeanor

3.3 **Course Learning Outcomes-** Upon completion of this of class the student will be able to:

3.3.1 Evaluate monthly financial and management reports to assess effectiveness of monthly tactics towards the attainment of annual financial goals. (6)*

3.3.2 Combine a mix of monthly budget allocation decisions (facilities, staffing, training, marketing, etc.) in order to produce a positive YTD Net operating Income (NOI) by the end of twelve months for a “simulated” hotel operation (5)*

3.3.3 Modify year 1 strategy and tactics to increase YTD NOI for both year 2 and year 3 (5)*

*(Bloom’s taxonomy learning level)

3.4 **Critical Assessment and Reasoning (CAR) level 3:** This class is designed as a critical thinking level 3 class: demonstrate in writing, speaking and/or in performance logical thinking, formulates solutions based on research, understanding of conceptual frameworks, demonstrates the ability to analyze (separate components); see relationships between components.

4. CONDUCT OF COURSE:

4.1 **Prerequisites:** HRM 490 or written permission of HRM instructor. **Please note: No student will be permitted by the University to take HMGT 491 without having successfully completed the HMGT 490 prerequisite. No exceptions.**

4.2 **Attendance:** Note, UMES/School of Business & Technology Policy

4.2.1. **Class attendance is compulsory for all students on HOTS exercises**

4.2.2. "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.

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

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:** Five major activities of this course:

1. Prepare written annual financial goals for the simulated HOTS hotel for three years
2. Prepare written annual strategies and tactics to support approved financial goals
3. Complete the monthly decision matrix within the HOTS simulation to execute tactics
4. Evaluate monthly management and financial reports to assess effectiveness of tactics
5. Adjust tactics and strategies based on evaluation to accomplish annual YTD NOI financial goals.

4.4 **Academic Dishonesty Procedures:** Please refer to procedures as published on page 67 of the UMES Undergraduate Catalog 2009-2011, and as published on the UMES website UMES.edu

4.5 **Disruptive Behavior in Academic Settings:** All students are expected to know the UMES definitions and policies concerning disruptive behavior. No warnings need be issued by instructor. Disruptive behavior will not be permitted or tolerated.

5. FINAL GRADE DETERMINATION:

In general, students are responsible for all assignments, including meetings, papers and reports. Lectures may cover different materials. However, final grades will be specifically determined as follows, based on max. 725 points... See attached HOTS document

6. **REFERENCES:** None

7. SCHEDULE OF DATES, TOPICS, AND ASSIGNMENTS

<u>Date</u>	<u>Topic</u>	<u>Assignment</u>
Week 1:	HOTS Teams and Discussion+	Yr1 Strategy & Tactics
Week 2:	Year 1 - 1 st quarter	
Week 3:	Year 1 – 2 nd quarter	Team Meetings
Week 4:	Year 1 – 3 rd quarter	
Week 5:	Year 1 – 4 th quarter	Yr2 Strategy & Tactics
Week 6:	Year 2 – 1 st quarter	
Week 7:	Year 2 – 2 nd quarter	Team Meetings
Week 8:	Year 2 -3 rd quarter	
Week 9:	Year 2 - 4 th quarter	Yr3 Strategy & Tactics
Week 10:	Year 3 – 1 st quarter	
Week 11:	Year 3 – 2 nd quarter	Team Meetings
Week 12:	Dinner Theater	
Week 13	Year 3 – 3 rd quarter	
Week 14	Year 3 -4 th quarter	
Week 15	Final Exam reports	Final Team Meetings

HOTS Grading

- All students and teams will the start the semester with 500 points, out of a total of 725 points.
- All students and teams will start the semester with a final grade of “C” 500/725
Points
- All Monday and Wednesday “traditional” classes are mandatory attend...10 point penalty per missed class...except week 1, Dinner Theater Wednesday and week 15.
- All students have one free (no penalty) missed Monday or Wednesday...per #3 above
- All four team meetings are mandatory attend...10 point penalty per missed meeting.
- All students have one free (no penalty) missed team meeting
- Each of the four Yearly Strategy and Tactics reports will be graded:
 - Exceptional = +10 bonus points
 - Satisfactory = +0 bonus points
 - Below standard = -10 penalty points
- No team will be graded exceptional for Yr1 Strategy and tactics report.
- Each team will be evaluated and graded at the end of each year (Yr1, Yr2, and Yr3) based on hotel performance vs. budget from Summary Operating Statement: Net Operating Income
- Going bankrupt may result in 50 penalty points

10. For each year: Yr1, Yr2 and Yr3:

10. a: Every team which makes or beats budget = No points penalty (in real world you are expected to make or beat budget)
10. b: Every team which **fails to make budget*** will receive a 50 points penalty
10. c: One team...most over budget...or **makes most money*** will receive + 50 bonus points...this will be determined by instructor...instructor decision is final and not open for discussion.
11. Budget for year 1 will be: “Summary Operating Statement” “Year-To-Date”

- “bottom line” NOI...must be positive on 12-31-year1...i.e. you must make money
12. Budget for year 2 will be found on “Summary Operating Statement” “Year-To-Date” column “Last Year” column i.e.... Yr1 results
 13. Budget for year 3 will be found on “Summary Operating Statement” “Year-To-Date” column “Last Year” column i.e.... Yr2 results

Makes most money* will be defined as “Summary Operating Statement” “Year-To-Date” Current Year **Net Operating Income as of December 31** vs all other teams

Losses Money* will be defined as “Summary Operating Statement” “Year-To-Date” Current Year **Net Operating Income as of December 31** as a negative (-) number

Fails to make budget* will be defined as “Summary Operating Statement” “Year-To-Date” Current Year **Net Operating Income as of December 31** when “Current Year” is less than “Last Year” or is a negative number

Statement from Instructor

I am prepared to make changes to these HOTS grading policies as the semester proceeds. Each proposed change will be discussed with class first and will become active upon publication of revised syllabi on blackboard.

End-of semester final grade calculations

Minimum required 500 points for a “C” (This is below 507.5 points = 70%)

Minimum 570 points for a “B”

Minimum 650 points for an “A”

Any point total below 500 points will receive a final grade of “D” and will not pass HMGT 491.

Comments on penalty points

1. Students will be penalized 10 points for missing HOTS classes on Monday and Wednesday
2. Students will be penalized 10 points for missing HOTS team meetings
3. Students will be penalized 10 points for “Below Standard” yearly strategy and tactics reports
4. Each team/each year will be penalized 50 points for “losing money” or failing to “make budget”
5. Going bankrupt may result in 50 penalty points. Going bankrupt a second time may result in failure of course

Please note: each student has one “penalty-free” HOTS class and team meeting.

Comments on bonus points

1. Each team will have three opportunities to earn 10 bonus points for “exceptional” yearly strategy and tactics report...end of year1/plan for year2...end of year2/plan for year3...end of year three.
2. Year one winner will receive 50 bonus points
3. Year two winner will receive 50 bonus points
4. Year three winner will receive 75 bonus points
- 5 The “semester winning team” with highest combine NOI year 1-2-3 will receive 100 bonus points
6. At the end of the semester the instructor reserves the right to award additional bonus points. One example might be “most improved team” for 50 bonus points.