

**HTMT 351-001  
Spring 2008**

**Hotel Management**

Department of Hospitality and Tourism Management  
School of Business & Economics  
College of Charleston

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<b>Class Time:</b>	Monday & Wednesday 2:00 – 3:15
<b>Location:</b>	5 Liberty Street (Beatty Center) BCTR #218
<b>Instructor:</b>	David Kalik
<b>Office:</b>	N/A
<b>Office hours:</b>	By appointment
<b>Contact information:</b>	763-3432 or dkalik@comcast.net
<b>Course Prerequisites:</b>	HTMT 210 and Jr. or Sr. standing
<b>Required Text:</b>	<i>Hotel Management and Operations</i> John Wiley & Sons, Inc. (Fourth Edition) 2007 by Denney G. Rutherford/Michael J. O’Fallon

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**Course Description/Objectives:** Using cumulative analytical skills, the focus will be on the synergy among various management teams and decision makers in the hospitality environment. These include: general management, conference services, sales, food and beverage, finance, human resources and guest relations. The goal is to gain competence through critical thinking when assessing the integral operational and departmental roles within hotels and the expectations, challenges and opportunities therein.

**Academic Integrity:** The College of Charleston’s Honor Code will be strictly enforced in this course, without exception.

**Attendance/Participation:** While not mandatory, your attendance is expected. All materials should be reviewed *prior* to class in anticipation that your meaningful contributions to robust discussion may also inspire others. “Quantity” and “Quality” both play distinct roles.

**In-Class Activities/Interactives:** Students will get the opportunity to participate in in-class case studies, often interactive with peers. If you are absent the day of an activity, you will not receive credit but the lowest in-class grade will be dropped from your course score at the end of the semester.

**Evaluation:**

Group Project	25%
In Class Case Studies	15%
Class Participation	10%
Mid-Term Exam	25%
Final Exam	25%

Extra credit project is available. Please see  
Your instructor if you want to take on an individual project.

**Grading Scale:**

A	95-100
A-	90-94
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D	60-69 (<60 = Failing grade)

Dates	Chapter(s)	Topic
Jan. 9		<b>Welcome.</b> Review Syllabus; Review Group projects and individual extra credit assignment; Intro game; Course Introduction: Overview of the Lodging Industry; Distribute Case Study #1 (Dark Days at Sunnyvale—Can Teamwork Part the Clouds?)
Jan. 14/16	<b>Ch. 1, 2</b>	<b>Overview Lodging Industry &amp; Hotel Organization;</b> Discuss Case Study #1; Distribute Case Study #2; (ABC Management Company: Organizing for Mid-Range Service)
<b>NO CLASS ON 1/21 MLK HOLIDAY</b> Jan. 23	<b>Ch. 2 (cont.)</b>	<b>Hotel Organization;</b> Discuss Case Study #2; Distribute Case Study #3 (VIP Gets Lost in the Shuffle). Set up groups for project.
Jan. 28/30	<b>Ch. 3</b>	<b>General Management;</b> Discuss Case Study #3; Distribute Case Study #4 (Dangerous Discrepancies). Finalize groups and hotels chosen for projects. <b>Guest Speaker Mitchell Linder, VP Operations, Hilton Hotels, Corp.</b>
Feb. 4/6	<b>Ch. 4</b>	<b>Rooms Operations</b> <b>Guest Speaker Kevin McQuade, Concierge Les Clefs d’Or, Holiday Inn Historic District Hotel;</b> Discuss Case Study #4; Distribute Case Study #5, (The case of the missing earrings).
Feb. 11/13	<b>Ch. 5</b>	<b>Housekeeping, Engineering and Security;</b> Discuss Case Study #5; Distribute Case Study #6 (Lean Profits in a Land of Plenty)
Feb. 18/20	<b>Ch. 5</b>	Discuss case #6; Review Group Project progress;
Feb. 25/27	<b>Mid Term Review/Exam</b>	<b>Feb. 25: Mid-Term Review;</b> <b>Feb. 27 Mid-Term Exam</b>
Mar. 3/5	<b>Spring Break</b>	<b>No Class: Relax, Refresh, Renew</b>
Mar. 10/12	<b>Exam Results; Ch. 6</b>	<b>Mar. 10: Hand back mid-term exam and review;</b> Distribute Case Study #7 (Turning Around the Turnaround) <b>Mar. 12 Food and Beverage;</b> Discuss Case #7
Mar. 17/19	<b>Ch 6</b>	<b>Food and Beverage</b> <b>Guest Speaker Chef Robert Carter, Peninsula Grill</b> Hand out Case Study #8 (No Vacancy); Video: World’s Largest Hotel
Mar. 24/26	<b>Ch. 7</b>	<b>Sales and Marketing; Revenue/Yield Management;</b> Discuss Case Study #8; Hand out Case Study #9 (Short Scenarios in Revenue Management). Watch Videos
Mar. 31 April 2	<b>Ch. 7, 8</b>	<b>Sales and Marketing/Financial Control and Information Management;</b> Discuss Case Study #9; Distribute Case Study #10 (Evaluating the Financial Performance of the Clifton Manor Hotel) <b>Guest Speaker Tripp Hays, Director of Sales and Marketing; Mills House Hotel</b>
April 7/9	<b>Ch. 8, 9</b>	<b>Financial Control and Information Management/Human Resources;</b> <b>Guest Speaker Michael Abrams, Comptroller, Francis Marion Hotel</b> Discuss case study #10
April 14/16		<b>Present, Turn in and Review Group Projects—In Class Presentations</b>
April 21		<b>Present, Turn in and Review Group Projects—In Class Presentations</b>
April 23	<b>Final Exam Review</b>	<b>Optional Class</b>
Mon. April 28	<b>Final Exam</b>	