HOSPITALITY 330
Managing Technology and E-Commerce, Fall-2013
Syllabus and Course Outline

Kay Boles, CMP, CMM, CHE

I know, I know. I know what you are thinking: "I don't want to have to become a computer geek to be able to add a little technology to my life." The author sums it up perfectly with analogy of the car when he says "you don't have to master the wonders of the internal combustion engine to drive a car. A driver simply needs to learn how to instruct the machine. Once you turn on the engine, sparks jump, cylinders explode, pistons pump, and gears turn – regardless of the driver's knowledge of mechanical engineering."

Well, we have the same approach with this class. He goes on to say that "similarly, in order to use technology, a manager does not need to learn the intricacies of electronic circuitry etched on silicon chips. The manager simply needs to learn the commands by which to instruct the system to carry out the desired functions. However, if a manager also has some basic knowledge about the essential operations of a system, he or she will be better equipped to use the technology as an effective tool in managing information needs."

This course will provide a basic knowledge of the way systems operate. This will enable a manager to select technology applications that best meet the organization's technology needs.

This course will allow you to understand certain terminology and concepts and the application of these concepts.

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THE ONLINE CHALLENGE

You have selected an online course that offers the advantage of reading course information at any time; from anywhere you have access to a computer and the internet. To overcome the lack of personal contact, your instructor will check class email almost every day. You are also invited to email, telephone, or arrange personal visits during times which will be listed.

This course will contain concepts and information not contained in our text book. References and direction may be made to current industry trade publications (magazines, journals, trade papers and other publications' online websites). Some may be copied and sent to you via the Etudes course system or to your email address; for others, you may be directed to the publications' web site.

With this online course, some may see a lack of "face-to-face" interaction as a challenge. We will use our Etudes technology to mediate some of those challenges. For instance, everyone will be asked to download an Avatar. This can be a picture of yourself, or another image representing you. This will help us to "put a name to a face." Also, we will take advantage of the chat modes to communicate. And we do not have to be together at one specific time. Although when online you will see who else is online at the same moment, communication streams can carry on according to individuals' schedules.

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Objectives:

1. Define fundamental terms

2. Evaluate various Hospitality technology models

3. Learn the different property management systems

4. Describe the basic function of the various technology systems

5. Examine computer hardware and software operating systems

6. Describe the general sequential process of a lawsuit from start to finish

7. Learn the types of food and beverage management applications

8. Learn some of the sales and catering applications

9. Learn certain accounting applications

10. Learn how to select systems that are best for your needs

11. Learn how to write an RFP Request for Proposal

12. Learn how to evaluate RFP's

13. Security Maintenance issues and solutions

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1. **TEXT** - available in the campus bookstore and online via the publisher's website
   <u>Managing Technology in the Hospitality Industry, Sixth Edition</u>
   By: Michael L. Kasavana

2. **TESTS –** Three quizzes will be given during the semester including concepts, glossary words and terms will be included in the exams. All tests are online, in the Etudes program.

   Total of 160 points*

   All quizzes are <u>open book</u> research oriented with a combination of multiple choice and true/false responses. The dates of the exams are listed in this outline.

   The total scores for the three exams will be the numbers on which the final grade will be assigned.

   Make-up examinations must be arranged in advance, will have time limits, and may result in reduced points.

   Essay: 30 points – Pick your Tech Topic. Select a subject from the area of technology in the hospitality industry that interests you. Then write your essay describing how this technology has been used effectively. Your essay should be approximately 300 words (250 minimum, 400 maximum).

3. **GRADING CRITERIA** - Student grades will be based on a modified curve. The highest score achieved on all tests will be the top of the "A" scale with a 10% separation between letter grades.

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Example:        250 points
                -25 (10%)  ⎫
                225        ⎬ A
                -25        ⎫
                200        ⎬ B
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4. **DROPPING THE CLASS** – It is hoped that, before dropping this class, you will discuss your reasons with the instructor. There may be alternatives that will help ensure your continuation and success.

Fall 2013	
Drop a Class w/o a Fee	Sept 20
Drop a Class w/o a W	Sept 20
Drop w/ a W	Nov 15
CAMPUS CLOSED	Labor Day, Sept 2 Veteran's Day, Nov 11 Thanksgiving Nov 28 – Dec 1

See WLAC Schedule of Classes for additional information

5. **QUESTIONS, COMMENTS, SUGGESTIONS, or COUNSELING** regarding career direction or the hospitality industry may be discussed either before or after class, or by appointment. You may contact the instructor by: Email: kboles@ha.ucla.edu or via Phone at 310-206-9270.

6. **OFFICE HOURS**   Please check below for scheduled appointment times and note that it is advantageous to make an appointment to better ensure availability.

Monday	Tuesday	Wednesday	Thursday	Saturday
08:30–10:00 online or by phone	08:30-11:00 online or by phone	08:30-11:00 or online or by phone	08:30-11:00 online or by phone	08:30-11:00 By appointment

7. **Hosp 330 TOPICS TO BE COVERED**–**Fall 2013** _Aug 26 - Dec 13_

Hosp 330 - Modules will open Monday mornings on stated dates below

WEEK	Date	2013 - ACTIVITIES*
1	**Aug** 26	Introduction, course objectives; tests & grading Ch 1 – Hospitality Technology Systems
2	**Sep** 2	Ch 2 – Hospitality Technology Components
3	9	Ch 3 – Reservation Systems
4	16	Ch 4 – Rooms Management and Guest Accounting Applications
5	23	Review chapters 1-4
6	30	**Quiz #1 on Chapters 1-4 … 40 points** Ch 5 – Property Management System Interfaces
7	**Oct** 7	Ch 6 – Point-of-Sale Technology
8	14	Ch 7 – Food and beverage Management Applications
9	21	Ch 8 – Sales and Catering Applications
		Review chapters 5-8
10	28	**Quiz #2 on Chapters 5-8 … 60 points**
11	**Nov** 4	Ch 9 – Accounting Applications
12	11	Ch 10 – Information Management
13	18	Ch 11 - System Selection
14	25	Ch 12 – System and Security Maintenance
15	**Dec** 2	Review chapters 9-12
16	9	**Final Quiz #3 on Chapters 9-12 … 60 points** **Essay: Pick your Tech Topic. Essay due … 30 points** **Exact Final Quiz Date is assigned by school. Check calendar for exact date.**

* Subject to change.

You are encouraged to experience activities related to different technology applications. You may examine systems used by companies with which you have an interest. You may conduct further research into technologies that hold special interest for you. These activities will broaden your knowledge base and enable you to work with increasingly more confidence with guests, travelers, or others.

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You are offered a brief view of your instructor's hospitality related background so you may know how to use her knowledge to further you own professional interests

Kay Boles
Hospitality/Travel

With a Masters degree in management and specializing in the hospitality industry, Kay has extensive experience strategically managing conferences for groups in the business, medical, scientific, and educational fields. Kay is a Certified Meeting Professional (CMP), Certified Meeting Manager (CMM), and Certified Hospitality Educator (CHE). Prior to joining UCLA, she held the role of Director of Conference Services and Conference Services Manager in Texas, in addition to being a Meeting Manager for the University of Texas Medical Branch.

Kay has taught many courses in WLAC's Hospitality and Travel programs. Regardless of the class she is teaching, she approaches it from a business, management, and career path perspective. She wants students to not only learn the course information but to be able to apply it to their own personal and professional goals.

Kay is former president of UCLA Staff Assembly (a 25,000 employee association) and Vice-President of Education for Meeting Professionals International (MPI) Southern California Chapter. Her community service work includes volunteering with the UCLA True Bruin program, having served as task manager, project manager, and ambassador for UCLA volunteer program involving over 6,000 students, faculty, and staff.

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West Los Angeles College is committed to student success through a set of Student Learning Outcomes.

Student Learning Outcomes

Core Institutional SLOs	Outcome of Communication	Method/ Source of Communication	Method of Assessment	Analysis of Assessment & Change for Improvement
Critical Thinking	• Student ability to read and listen to internalize written and lectured information for understanding needed to evaluate and select appropriate technology topics for further research.	• Lecture • Text • Handouts • Emailed information • Library resources • Trade publications	• Participation in class discussions • Identification of correct choices on tests	Evaluation for effectiveness is continuously made through in-class and/or online monitoring of student feedback and test accomplishment. Ability to analyze needs and suggest appropriate applications, or to be able to conduct further research for best solutions or recommendations.
Communication	• Effective use of written English language • Successful written and verbal communication		• Ability to effectively communicate, in writing and verbally, with other students and the instructor in discussions and tests.	

Quantitative Reasoning	• Understanding technology concepts and applications to best provide business profitability		• Ability to correctly determine technology needs and risks for the sale and service of lodging and travel arrangements	
Self Awareness / Interpersonal / Diversity	• Ability to place ones self in the scheme of a hospitality business relationship and discuss appropriate applications.		• Ability to show confidence and sensitivity to guests and clients when counseling for best solutions.	
Ethics	• Application of knowledge of appropriate technology solutions • Use high ethical standards in dealing customers and clients.		• Application of knowledge of the various technology systems to provide successful outcomes for guests and clients.	
Technological Awareness	• Use of computers and internet for communication		• Successfully use the computer/internet for research and communication	

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