

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 320—Hospitality Management Information System (3)
Spring 2012

DAY/TIME:	TH 3:00 – 4:15 p.m.	LOCATION:	PW BRH #252
PROFESSOR:	Dr. Seungwon “Shawn” Lee	EMAIL ADDRESS:	slz@gmu.edu
OFFICE LOCATION:	PW BRH #222	PHONE NUMBER:	703-993-9915
OFFICE HOURS:	T 11:00 a.m.–12:30 p.m. W 3:00 p.m. -5:00 p.m.	FAX NUMBER:	703-993-2025

PREREQUISITES: TOUR 230 Intro to Hospitality Management

COURSE DESCRIPTION

Introduce management information systems (MIS) technology and its application to hospitality sectors from managerial and strategic perspectives. Survey computer applications, products and trends in gathering, analyzing, storing and communicating information within hospitality sectors.

COURSE OBJECTIVES

1. Describe how managers use information technology to solve problem and make decisions;
2. Describe the role of, and describe the function of property management systems, reservation systems, POS, menu management systems, and sales and catering systems;
3. Develop MIS strategies for various hospitality sectors;
4. Apply hospitality-specific software to appropriate situations; and describe the role of hospitality managers in information systems development; and
5. Describe the role of hospitality managers in information systems development.

PROFESSIONAL ASSOCIATION STANDARDS/CAREER BUILDER

Further, upon completion of this course, students will meet or be provided training for the following professional accreditation standards:

- MeetingMatrix Certificate of Completion: floor design and logistics
- Cvent Certification: eMarketing. Supplier Network and site search.
- Preparation for the Certified Hospitality Technology Professional (CHTP) program

NATURE OF COURSE DELIVERY

Face to face

SUGGESTED READINGS

- Nyheim, P. & Connolly, D. (2011). *Technology Strategies for the hospitality industry (2nd edition)*. New Jersey: Prentice Hall
- Additional readings will be also assigned during the semester.

EVALUATION

Type	Points	Percentage	Due Date
Attendance	50	12.5%	Each class
Midterm	100	25%	March 8
Assignments #1 and #2	100 (50 each)	25%	Check details
Best of class projects	50	12.5%	4/26
Final Exam	100	25%	May 3
Total	400	100%	

Attendance

Each absence that is not excused by a professor in advance will reduce 10 points from your attendance score of 50. If a student misses more than 5 classes (50 points deduction), additional 10 points per each additional absence will be deducted from the final score of course without limit.

- Up to 2 absences will NOT be penalized.
- Excuses to miss class will be considered only when family or health emergency occurs and only that is documented.
- Leaving class early due to a special occasion should be notified to your instructor prior to the beginning of classes. Attendance credit will be given based on the length of hours stayed in a class.

It will be the student's responsibility to sign in on attendance sheets for each class.

Assignments

Students are required to post each assignment to Blackboard Discussion Thread. Each assignment requires **minimum 1,000 words**. They are due by noon of the following dates- Late submission will not be accepted.

Dates to Remember

Activities	Date
Assignment #1 Due	Feb 15 (Wed.), 2012 by Noon
Assignment #2 Due	March 26 (Mon), 2012 by Noon

Examinations

Examinations in class will include a midterm and final and they will be conducted on the schedule dates only.

Notes: *Make up examinations will be conducted ONLY if a student has a written doctor's note.

WEEK	MODULE	DATE	TOPIC
1		01/24 (Tue)	Introduction to Course
	IT and MIS Module	01/26 (Thurs.)	Digital Hospitality Operation I
2		02/07 (Tue)	Digital Hospitality Operation II
		02/09 (Thurs.)	Hospitality Information System and Integration I
3		02/14 (Tue)	Hospitality Information System and Integration II
	02/16 (Thurs.)	Database Concepts & User Computing Assignment#1: Share a service experience enabled by technology that absolutely wowed you and the role technology played in enabling or delivering the experience. What lessons and best practices can we learn from this?	
4	Event and Meeting Module	02/21 (Tue)	Technology for Event and Meeting Industry I - Meeting Matrix
		02/23 (Thurs.)	Technology for Event and Meeting Industry II - Cvent
5	Hotel Module	02/28 (Tue)	*Module 1 project date
		03/01 (Thurs.)	Hotel/Lodging Management Systems I Guest speaker from Hilton Hotels International
6		03/06 (Tue)	Hotel/Lodging Management Systems II - Micro
		03/08 (Thurs.)	Mid-term exam
7		03/13 (Tue)	No Class (Spring Break)
		03/15 (Thurs.)	No Class (Spring Break)
8	Restaurant Module	03/20 (Tue)	*Module 2 hands-on project date
		03/22 (Thurs.)	Restaurant Management Systems I - Point-of-Sales (POS) system
9		03/27 (Tue)	Restaurant Management Systems I
		03/29 (Thurs.)	Assignment #2: Review consumer comments posted on TripAdvisor.com and Yelp for some of your favorite hotels and restaurants. Discuss the impact of consumer-generated content and social marketing on the hospitality industry from the perspectives of 1) guests and 2) hospitality companies. What are the opportunities and threats?
10	E-commerce module	04/03 (Tue)	E-Commerce I
		04/05 (Thurs.)	E-Commerce II
11		04/10 (Tue)	Web/SSN evaluation
		04/12 (Thurs.)	*Module 4 hands-on project date

12	04/17 (Tue)	Protecting the Information System
	04/19 (Thurs.)	Purchasing a Software System
13	04/24 (Tue)	Assignments reflective presentation I
	04/26 (Thurs.)	Assignments reflective presentation II
14	05/01 (Tue)	Trends in HMIS
	05/03 (Thurs.)	Final exam review
15	05/08 (Tue)	Reading day
16	*5/15 (Tue)	Final Exam, 1:30 pm – 4:15 pm

Grading Scale

Total score (Percent of Total Point)

Grade

388 - 400 (97%-100%)	A+
376- 387 (94%-96.9%)	A
360- 375 (90%-93.9%)	A-
348 -359 (87%-89.9%)	B+
336- 347 (84%-86.9%)	B
320- 335 (80%-83.9%)	B-
308- 319 (77%-79.9%)	C+
296- 307 (74%-76.9%)	C
280 -295 (70%-73.9%)	C-
240- 279 (60%- 69.9%)	D
Below 240 (0 – 59.9%)	F

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- Students are expected to exhibit professional behaviors and dispositions at all times.

Campus Resources

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional

counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].

- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu/>].

CORE VALUES COMMITMENT: The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

