

George Mason University
College of Education and Human Development
Tourism and Event Management

TOUR 320_001—Hospitality Management Information System
3 Credits, Spring 2017
Tues & Thurs 4:30 pm. – 5:45 pm, Exploratory Hall L102-FX

Faculty

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Prerequisites/Corequisites

TOUR 230 Intro to Hospitality Management

University Catalog Course Description

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

Course Delivery Method

This course will be delivered using a lecture format.

Learner Outcomes or Objectives

This course is designed to enable students to do the following:

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, Restaurant management systems, and sales and catering systems;
3. Describe database management;
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.

Required Text

RECOMMENDED BUT NOT REQUIRED

Nyheim, P. & Connolly, D. (2011). Technology Strategies for the hospitality industry (2nd edition). New Jersey: Prentice Hall

Lee, S.S., Boshnakova, D. & Goldblatt, J. (2016). The 21st century meeting and event technology: Powerful tools for better planning, marketing, and evaluation. Apple Academic Press, NJ.

Additional readings/watching materials will be also assigned during the semester

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

ALT CLASSROOM: This class meets **in the Active Learning with Technology (ALT)** classroom. It is not equipped with individual workstations and all students are required to “bring your own device” (BYOD) to class. This is typically a personal laptop or tablet. Due to the nature of some online tools that may be introduced, a laptop (Mac or Windows) or a tablet running Windows 8.1 Pro would be optimal.

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

- Delphi Sales and Catering/BEO certificate
- MICORS: Property Management System
- CVENT Certification: eMarketing, online registration, and site search.
- EventMobi event app building skill
- WebEx virtual meeting planning skill
- Preparation for the Certified Hospitality Technology Professional (CHTP) designation

This course will be graded on a point system, with a total of 400 possible points.

| Type | Points | Due Date |
|---|---------------|---|
| Attendance | 40 | Each class |
| Midterm | 75 | March 7 (Tuesday) |
| HMIS application Assignments #1 MICROS, #2 Event Mobile app development, and #3 DELPHI | 150 (50 each) | Details to be announced |
| Individual presentation | 25 | Lead class discussion on HMIS news related to course chapter/content |
| In class team works and quizzes | 35 | As announced during the semester |
| Final Exam | 75 | May 16 (Thursday), 4:30 pm – 6:45 pm |
| Total | 400 | |

Attendance

Each absence that is not excused by a professor in advance will reduce 5 points from your attendance score of 40. If a student misses more than 8 classes (40 points deduction), additional 5 points per each additional absence will be deducted from the final score of course without a 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.

Exams

Mid-term and Final exam will be only given on the specified date. Make up examinations will be conducted ONLY if the instructor grants prior permission or student has a written doctor's note. **NO makeup exam will be given due to a pre-scheduled travel reason.**

Quizzes

Quizzes will be assigned on randomly selected weeks during the course. Each quiz is to be prepared and submitted as specified by the professor.

Homework Assignments

Homework will be assigned on selected classes during the semester. Each homework assignment is to be prepared and submitted as specified by the professor. Late homework may not be accepted – if accepted, a penalty may be applied. Acceptance of late homework and/or application of penalties will be at the sole discretion of the Instructor.

In class exercises

In-class exercises may be conducted in selected class sessions throughout the semester and may be used to earn extra-credit for the exams. Exercises will not be announced in advance. Any student who misses an exercise due to an unexcused absence will receive zero (0) for that exercise.

Grading

| | Weighted | Raw | | Weighted | Raw | | Weighted | Raw | | Weighted | Raw |
|----|----------|--------------|----|-----------|--------------|----|-----------|--------------|---|-----------|---------------------|
| A+ | 97-100 | 388 – 400 | B+ | = 88 – 89 | 352 - 359 | C+ | = 78 – 79 | 312- 319 | D | = 60 – 69 | 240- 279 |
| A | 94-96 | 376 – 387 | B | = 84 – 87 | 336- 351 | C | = 74 – 77 | 296- 311 | F | = 0 – 59 | 239 and lower |
| A- | 90-93 | 360- 375 | B- | = 80 – 83 | 320- 335 | C- | = 70 – 73 | 280 - 295 | | | |

Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times.

Class Schedule

| Week | Module | Date | Topic / Speaker | Reading/Video Link |
|------|-------------------|------|---|--|
| 1 | | 1/24 | Introduction to Course & ALT | ALT classroom https://registrar.gmu.edu/topics/alt/ |
| | IT and MIS module | 1/26 | Hospitality Key trends (terms) | |
| 2 | | 1/31 | Digital Hospitality Operation I | HFTP guest speaker |
| | | 2/2 | Hospitality Information System and Integration I | |
| 3 | | 2/7 | Hospitality Information System and Integration II | |
| | | 2/9 | Database Concepts & User Computing | |
| 4 | Hotel Module | 2/14 | Hotel/Lodging Management Systems I | |
| | | 2/16 | Hotel/Lodging Management Systems II | |

| | | | | |
|----|---|------|---|--------------------|
| 5 | | 2/21 | Hotel/Lodging Management Systems III | |
| | | 2/23 | Hotel/Lodging Management Systems IV | |
| 6 | | 2/28 | Hotel/Lodging Management Systems V | |
| | | 3/2 | Hotel/Lodging Management Systems VI and Mid-term review | |
| 7 | | 3/7 | Mid-term exam | |
| | | 3/9 | Project day MICROS assignment #1 DUE | |
| 8 | Spring Break | 3/14 | No Class (Spring Break) | |
| | | 3/16 | No Class (Spring Break) | |
| 9 | Meeting and Event Technology Module | 3/21 | Event and Meeting Technology | |
| | | 3/23 | Event and Meeting Technology: VMT I | |
| 10 | | 3/28 | Event and Meeting Technology: VMT II (CISCO Webex) | |
| | | 3/30 | Event diagram application (MeetingMatrix and GoToMeeting) | |
| 11 | | 4/4 | Event/Meeting Venue search application (CVENT) | |
| | | 4/6 | Event Mobile Application Development 1 | |
| 12 | | 4/11 | Event Mobile Application Development 2 | |
| | | 4/13 | Event Mobile Application Assignment #2 Showcase | |
| 13 | Restaurant and Sales Management Module | 4/18 | Restaurant Management Systems I - Point-of-Sales (POS) system | |
| | | 4/20 | Restaurant Management Systems II | |
| 14 | | 4/25 | Catering Management System I | |
| | | 4/27 | Catering Management System II | |
| 15 | | 5/2 | Catering Management System III DELPHI assignment #3 (New Employment) due Final exam Review | |
| | | 5/4 | Trends of HMIS | |
| 16 | | | 5/16 | *Final Exam |

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

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: <http://cehd.gmu.edu/values/>.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- Students must follow the university policy for Responsible Use of Computing (see <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>).
- Students are responsible for the content of university communications sent to their Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.gmu.edu/>.
- The Writing Center 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/>).
- The 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 Student Support & Advocacy Center staff helps students develop and maintain healthy lifestyles through confidential one-on-one support as well as through interactive programs and resources. Some of the topics they address are healthy relationships, stress management, nutrition, sexual assault, drug and alcohol use, and sexual health (see <http://ssac.gmu.edu/>). Students in need of these services may contact the office by phone at 703-993-3686. Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to <http://ssac.gmu.edu/make-a-referral/>.

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/>.

