Instructor Information:

Dr. Brumby McLeod, Associate Professor
College of Charleston
School of Business
Department of Hospitality & Tourism Management
Beatty Center, Room 326
843-708-8814 (mobile) mcleodb@cofc.edu (email)

Office hours:
Between 1400 and 1600 on Tuesday & Thursday (select a 30-minute time slot here)

Course Catalog Description:
This course focuses on the socio-technical systems of hospitality operations. Through cases, role-playing and computer simulations, students will be exposed to a variety of human relations skills (i.e., communications, negotiating and personal selling) as well as technical skills (i.e., yield management, CRS) required to manage successful "hi-tech hi-touch" businesses.

Class Time and Location:
HTMT 352-01 (10648): Tuesday & Thursday from 0925 to 1040, Beatty Center, 320
HTMT 352-02 (10649): Tuesday & Thursday from 1215 to 1330, Education Center, 101

Prerequisites:
HTMT 210 & Junior Status (60 credit hours)

OAKS:
The learning management system OAKS (a.k.a. Desire 2 Learn) is heavily utilized in this course. Grades, general communication, electronic documents, class exercises, assignments, and exams are managed on this platform throughout the semester. An overview about my use of OAKS will be provided within the first few class sessions. Please develop a habit of checking the course management software frequently. Your current grade is also maintained in this system.

Course Overview:
This course is designed to explore, challenge and refine the principles of service operations management, be it a hotel, restaurant, attraction, airline, special event, or other service operation. The course is built upon our understanding that service excellence is achieved through strategy, systems and staff. This course is more about discovery than content; intellectual curiosity should be a motivation force.

Readings
Course readings are assigned for each of the following topics. These are provided each week.

Course Topics:
Service Operations Management
The Service Profit Chain
Managing Guest Expectations
Service Attitude (you are the organization)
Servescapes
Supply networks and relationships
Sustainability

Staffing & Training Employees
Training & Educating Guests
Service Delivery
Managing Demand
Measuring Service Quality
Service Recovery
Service Guarantee

Optional Textbook:
Class Exercises:
Class exercises are provided to evaluate, practice, and reinforce concepts from the readings, class discussion, and lecture topics. Approximately, twelve class exercises will be given during the course for a combined value of 20% of your overall grade; the two lowest will be dropped. There are no make-ups or excused absences for exercises.

Assignments:
You are responsible for completing four major assignments. These assignments are submitted via Dropbox in OAKS and require various presentation styles. The assignments provide you the opportunity to discover and share service operations management applications in practice within hospitality and tourism operations. The assignments are grounded in the theoretical framework discovered in the readings. The assignments should present practical applications supported by the theory. The assignments are worth 10% each.

Exams:
There are two exams in this course: a midterm and a comprehensive final exam. The midterm is worth 15% and the final exam is worth 25%. The midterm exam is scheduled on Tuesday, October 3, 2017. The final exam is offered between 0800 on Wednesday, December 6 until noon on Wednesday, December 13, 2017. Both exams are administered online via OAKS.

Grade Determination:

<table>
<thead>
<tr>
<th>Exercises</th>
<th>20%</th>
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<tbody>
<tr>
<td>Assignments</td>
<td>40%</td>
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<tr>
<td>Midterm Exam</td>
<td>15%</td>
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<tr>
<td>Final Exam</td>
<td>25%</td>
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Grading Scale:

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<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>94 or above</td>
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<tr>
<td>A-</td>
<td>90 - 93</td>
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<tr>
<td>B</td>
<td>80 - 82</td>
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<td>B+</td>
<td>87 - 89</td>
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<td>C</td>
<td>77 - 79</td>
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<td>C+</td>
<td>73 - 76</td>
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<tr>
<td>D</td>
<td>60 - 69</td>
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<td>F</td>
<td>Below 60</td>
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School of Business Learning Goals:
All of the Business Learning Goals listed below are addressed in this course via assignments and exercises.

*Communication Skills*—students demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner. *Quantitative fluency*—students demonstrate competency in logical reasoning and data analysis skills. *Global and civic responsibility*—students identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students integrate knowledge and skills in addressing these issues. *Intellectual innovation and creativity*—students demonstrate their resourcefulness and originality in addressing extemporaneous problems. *Synthesis*—students integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.
Disability Services:

If there is a student in this class who has a documented disability and has been approved to receive accommodations through the Center for Disability Services/SNAP (Students Needing Access Parity), please come and discuss this with me during my office hours.

This College abides by section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act that stipulates no student shall be denied access to an education “solely by reason of a handicap.” Disabilities covered by law include, but are not limited to, learning disabilities and hearing, sight or mobility impairments. If you have a documented disability that may have some impact on your work in this class and for which you may require accommodations, please contact an administrator at the Center of Disability Services, (843) 953-1431 and me so that such accommodation may be arranged.

Center for Student Learning:

I encourage you to utilize the Center for Student Learning’s (CSL) academic support services for assistance in study strategies, speaking & writing skills, and course content. They offer tutoring, supplemental instruction, study skills appointments, and workshops. Students of all abilities have become more successful using these programs throughout their academic career and the services are available to you at no additional cost. For more information regarding these services please visit the CSL website at http://csl.cofc.edu or call (843) 953-5635.

Honor Code and Academic Integrity:

Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when suspected, are investigated. Each incident will be examined to determine the degree of deception involved.

Incidents where the instructor determines the student’s actions are related more to a misunderstanding will be handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed both by the instructor and the student, will be forwarded to the Dean of Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XXF in the course, indicating failure of the course due to academic dishonesty. This status indicator will appear on the student’s transcript for two years after which the student may petition for the XX to be expunged. The F is permanent.

Students should be aware that unauthorized collaboration—working together without permission—is a form of cheating. Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

Students can find the complete Honor Code and all related processes in the Student Handbook at http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php