

Fall 2015

HRT 6200

David Pearlman
University of New Orleans

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Lester E. Kabacoff
School of Hotel, Restaurant and Tourism Administration
Fall 2015

Course title and number: HRT 6200 — Hospitality and Tourism Operations Analysis

Day/Time/Place of class meeting: Thursday 6:00 PM – 8:45 PM
Kirschman Hall #225

Instructor's Name: Dr. David Pearlman

Office: Kirschman Hall 451

Phone: 504-280-6962

Email: dpearlma@uno.edu (the best way to contact me)

Office Hours: Fall 2015

Monday – none

Tuesday – 10:00 am – 11:00 am and 12:30 pm – 1:30 pm

Wednesday – noon – 2:00 pm

Thursday – 12:30 pm – 5:30 pm

Friday – none

* If these times do not work for you, just contact me to schedule an appointment.

Course Description:

Prerequisite: HRT 6001 or consent of school. Qualitative and quantitative analysis of management/operational problems specific to the hospitality and tourism industry will be used to synthesize knowledge with the more advanced and unique aspects of hospitality/tourism operations. Management theories, marketing principles, financial concepts, and advanced analytical techniques are applied to the hospitality and tourism industry. Readings and case analysis are used to illuminate the diverse segments of the industry.

Student Learning Outcomes

Upon completion of the course, you should be able to:

- Understand the theoretical base of operations management
- Explain the concepts of total quality management and service quality
- Apply operations management concepts to hospitality and tourism operations
- Implement procedures to improve service quality
- Evaluate hospitality and tourism enterprises and their operational management and quality systems.

Required Text

The screenshot shows the Kendall Hunt Publishing Company website. The top navigation bar includes links for Register, Login, and Product. Below this, a secondary navigation bar lists PreK-12, Higher Education, Events, About, Contact Us, and Store. The main content area features a sidebar for Higher Education with links to Disciplines, Create, and Customize. The main product page displays the book cover for 'Service Management Principles for Hospitality and Tourism' by Jay Kandampully and David Solnet. The book details include ISBN: 9781465269607, Edition: 2, Copyright: 2015, and Pages: 372. There are buttons for 'Contact Kendall Hunt' and 'Request a Review Copy'. Below this, an 'Available Formats' table lists the Printed Product and Electronic Delivery EBOOK with their respective ISBNs and prices. At the bottom, there is a section for '2nd Edition Now Available!' and a link to the product page.

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Service Management Principles for Hospitality and Tourism
Author(s): [Jay Kandampully](#), [David Solnet](#)
ISBN: 9781465269607
Edition: 2
Copyright: 2015
Pages: 372

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Overview About the Author Table of Contents Reviews

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Service Management Principles for Hospitality and Tourism, a

https://www.kendallhunt.com/Kandampully_Solnet/

- This text is required; however, I will be sharing a great many supplements with you.
- Additional readings may be handed out in class throughout the semester or posted on MOODLE. Students are expected to read these materials.

The course website on MOODLE will include essential instructional materials so students are expected to check and read the posted instructions and information on a regular basis. Mozilla Firefox is the preferred web browser for Moodle.

My Philosophy of Teaching:

I have five major goals as a teacher:

- 1) to get students to think
- 2) to empower students to believe in their abilities
- 3) to instilled in students the personal responsibility to succeed in school and in life
- 4) to facilitate in student success in whatever they choose to pursue
- 5) to teach students how to effectively communicate their knowledge and beliefs both verbally and in writing

I feel that if students feel empowered and able to communicate their thoughts they should develop faith in their beliefs and convictions, which is necessary for development and growth that, in turn, leads to success and accomplishment.

I feel that learning can and should be fun and that there are many ways of teaching a subject with no single approach appealing to all audiences. I get to know the students' needs and wants as well as how they would like it delivered, which results in **Targeted Education**. I feel that the pleasures in learning and in teaching are the common ground necessary to sustain effective teaching. My one-on-one interactions with students expand my knowledge and perspective; and thus enable me to keep alive the desire to learn and the will to make learning relevant.

I feel that good teachers are enthusiastic, energetic, approachable, open, concerned, and imaginative; and above all, I believe teachers must have a good sense of humor and be fair, which are personality traits that I constantly strive to possess. I believe that good educators are masters of a subject; they can synthesize and present clearly information by pointing out relationships and personal importance compelling students to be truly interested.

Writing Skills

Because effective writing skills are important to any profession attention will be paid to the actual writing components of your papers. All written work is to be professional, with attention paid to elements such as structure, clarity, grammar, and spelling. This class will follow APA writing and formatting guidelines. Due to its importance in all writing, you should give yourself time and opportunities to revise your work.

See writing and referencing materials on Moodle within the Course Information Tab.

Writing Assignment Guidelines

Two documents will assist students in written assignments for this class and are available within the Course Documents link of the Moodle site for the class. The first document entitled "Constructing Outlines" should be used to formulate a proper outline for all written assignments. The second document is titled "APA mini-reference guide" and is a condensed version of the APA style requirements for citing references and sources that have been used in the written assignment.

Assignment Submission

- Unless stated, all assignments will be submitted as a hard copy in class on the date assigned as well as sent electronically to the professor's office email address: dpearlma@uno.edu or uploaded to Moodle.
 - Unless stated, all assignments will be sent as an email attachment DO NOT TYPE THEM INTO THE MESSAGE WINDOW OF THE EMAIL NOTE. I can teach you how to send a document as an email attachment if you do not know how to do it. Just ask!
 - All assignments will either be in a word (.doc) or as an Adobe Acrobat (.pdf) file type NO OTHER FORMATS WILL BE ACCEPTED. I can teach you how to save as a .pdf if you do not know how. Just ask!
 - This policy is not to be difficult, but experience has taught me that many of you do not currently know this process and you will need this skill when future employers ask you to send them a copy of your resume.
-
- **PLEASE PUT YOUR NAME ON YOUR ASSIGNMENTS OR YOU WILL NOT GET A GRADE.**

Equipment and Software Required

Moodle used as part of the instructional delivery; therefore, students will need Internet **access in order to succeed in the course.** For the minimum requirements, see <http://www.uno.edu/moodle/index.aspx>.

ASSIGNMENTS & GRADING

The following is a tentative grading rubric and is subject to change at the teacher's discretion.

DATE	ASSIGNMENTS (all assignments are due BEFORE midnight on the day listed)	Points
Thursday, September 3, 2015	Quiz - Characteristics of Services	10
Thursday, September 10, 2015	Assignment - Service Diary Due	50
Thursday, October 1, 2015	Quiz – Service Profit Chain	10
Thursday, October 8, 2015	Mid-semester exam	100
Thursday, October 29, 2015	Quiz - Gaps in Service Quality	10
Thursday, November 12, 2015	Assignment - Customer Problem Resolution Due	50
Thursday, December 3, 2015	Final Assignment - Service Blueprint Report with Stall Points	250
	Road Trip or Speaker Write-Up	50
	Attendance and Participation	100
	Total Points	630

Grading criteria and explanations for each assignment/activity/quiz will be posted on Moodle within the Assignments/Quiz link. Also, please note the “examination requirement” section below.

Your final grade is based on the following scale:

A	=	90% to 100%
B	=	80% to 89.99%
C	=	70% to 79.99%
D	=	60% to 69.99%
F	=	0 to 59.99%

Attendance Policy:

Attendance will be taken at each class and is worth up to 100 points of your final grade. For each absence, you will have points deducted from this total.

0-1 absence	0 points deducted
2 absences	25 points deducted
3 absences	50 points deducted
4 absences	75 points deducted
5 absences	100 points deducted

For guest speakers or a class trip, if you are more than 5 minutes late, it is the same as an absence.

If you leave early, it will count the same as an absence.

Learning Is A Two-Way Street.

You get out of it, what YOU put into it. Please, come to class prepared. Always come having read the materials assigned. Please bring the chapter PPT to class if you like to use them for notes. We will seldom repeat the readings in class, the lectures compliment and do not duplicate the reading; therefore, without having done the reading you find it increasingly difficult to understand the material and/or derive the full benefit of class sessions.

In-class Activities: There will be a number of instructional activities to help your learning process throughout the semester. Some of these activities may include case studies, small-group brainstorming and discussions on relevant topics, secret-shopper activities, analysis of industry related reports/news, etc. There are NO make-ups for in-class activities. Information on how to prepare for these activities will be provided in advance. For some activities, students will work in teams.

Come to class prepared. Always come having read the assigned readings. We will seldom repeat the readings in class; thus, without having done the reading you find it increasingly difficult to understand and/or derive the full benefit of class sessions.

As a seminar class, attendance and punctuality are crucial for student success. Excessive absences and tardiness will affect your grade (see attendance points policy). Attendance will be taken in class for administrative purposes only. Students are expected to arrive in class on time.

This class will have guest speakers and it will cost you points if you miss them. You will be given notice of the dates that they will be in class.

Policy on Late Assignments and Make-Up Exams/Assignments

Assignments are due according to the dates listed on the assignment information sheets, unless changed by the professor through email correspondence. Late assignments may be accepted at the professor's discretion and will have points deducted from the total.

Presentations that are due and scheduled to be presented during a specified class period may not be made up.

No one is excused from taking exams or handing in assignments at the times scheduled without **PRIOR** permission of the instructor or a doctor's excuse. It is your responsibility to email me or leave me a voice message (on my cell phone 312-961-2036) if you do not speak with me directly.

Policy on Assignment Improvements/Corrections

The instructor may allow you to correct or improve a submitted assignment. First, be advised a resubmitted assignment CANNOT earn a letter grade of an "A" because an "A" represents "excellent" work and an assignment that completed two times with the instructor's feedback cannot really be considered "excellent." Further, these resubmissions must be sincere efforts of improvement, SINCE I HAVE TO SPEND THE TIME TO RE-GRADE THEM – DO NOT WASTE MY TIME or I may deduct points. If a hard copy was returned to you, you must hand it in with your resubmitted assignment.

Examination Requirements

Exams: There will be a midterm examination in this class.

Quizzes and Chapter Review Questions: Throughout the term, I may make you take a short quiz to make sure that you are keeping up with the course material. These quizzes may be emailed to you or administered in class.

Statement of Accommodations for Students with Disabilities

It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information, please go to <http://www.ods.uno.edu>.

Sexual Harassment Policy

Purpose: To reaffirm the University's policy against sexual harassment in all areas of the University environment. Harassment on the basis of sex is a violation of Section 703 of Title VII of the Civil Rights Act of 1964. Additionally, sexual harassment subverts the mission of the University. It is necessary, therefore, to prohibit such behavior to protect both the individuals involved and the University.

General Policy: Sexual harassment is unacceptable behavior and will not be tolerated. Sexual harassment is a violation of state and federal law. Sexual harassment has a negative impact on the functioning of the University. Consequently, all member of the University community must be sensitive to the possibility of sexual harassment whether intended or inadvertent. Individuals must recognize this potential and act to prevent it. When sexual harassment has occurred, the University shall take effective and expeditious action.

Individuals in supervisory positions must be aware of their role as agents of the University and shall make every effort to censure such behavior when it occurs. Any member of the University community who is informed of a possible incident of sexual harassment shall make the informer aware of the existence of the University's policy and procedures.

All members of the University community must learn to recognize sexual harassment when it occurs and should be aware of the policy and procedures, which govern the handling of allegations of sexual harassment fairly and expeditiously. Since those who may be subjected to sexual harassment may experience disruption in their work or academic environment and may fear retaliation and public notoriety, investigative procedures must protect their privacy as much as possible.

The University's Sexual Harassment Policy is available online via the UNO webpage (www.uno.edu).

University Policy on Academic Integrity

Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the Student Code of Conduct for further information. The Code is available online at <http://www.studentaffairs.uno.edu>.

Harassment and Discrimination Policy

The University of New Orleans is a multicultural community composed of diverse students, faculty, and staff. A fundamental principle of the University of New Orleans is that there be an environment of mutual tolerance and respect, which is free of hostility toward, discrimination against, or harassment of any person based on race, color, religion, sex, disability, national origin, age, sexual orientation, marital or veteran status, or any other status protected by law. Every member of the university community is held strictly accountable for his or her behavior with regard to this standard. The Policy is available online via the UNO webpage (www.uno.edu).

Communications Conduct & Expectations

When communicating with the professor via email or voicemail, students should do the following:

- When sending emails, IN THE SUBJECT LINE, please enter the course number/section and a short title (i.e. HRT 6200 question about Assignment #1)
- **PLEASE PUT YOUR NAME ON YOUR ASSIGNMENTS OR YOU WILL NOT GET A GRADE.**
- Please supply your full name and a means to contact you (if voicemail please say your telephone number slowly and clearly so that I can return the call)
- Please understand that it may take me a couple of days (2) to return your email or voicemail
- I expect you to have the chapter readings done by the date listed on the calendar.
- I expect you to accept responsibility for your education/learning.
- When calling, please state your FULL NAME AND YOUR TELEPHONE NUMBER CLEARLY and SLOWLY, so that I may return your call.
- *Students are expected to treat faculty and fellow students with respect. Any actions that purposefully and maliciously distract the class from the work at hand will not be allowed*

TENTATIVE CALENDAR

HRT 6200 – QUALITY SERVICE OPERATIONS				
Fall Semester 2015				
CLASS:	Thursday 6:00PM – 8:45PM			
INSTRUCTOR:	Dr. David Pearlman			
CLASSROOM:	Kirschman Hall 225			
DATE	Events/Issues	Readings	ASSIGNMENTS (all assignments are due BEFORE midnight on the day listed)	Points
Thursday, August 20, 2015	Regular classes begin.	Class Introduction and Book Preface		
Thursday, August 27, 2015	PPT - Manufacturing vs. Services - Operations Management Intro	Chapter 1 - The Metamorphosis of Services		
Thursday, September 3, 2015	PPT Characteristics of Services	Chapter 2 - The Nature of Services	Quiz - Characteristics of Services	10
Thursday, September 10, 2015			Assignment - Service Diary Due	50
Thursday, September 17, 2015	Experience Economy	Chapter 3 - Quality--the Core Service		
Thursday, September 24, 2015	PPT - Final Elements of Service	Chapter 4 - Understanding Customer Needs		
Thursday, October 1, 2015	PPT - Final Service Profit Chain		Quiz – Service Profit Chain	10
Thursday, October 8, 2015	Mid-semester exam	Mid-semester exam	Mid-semester exam	100
Thursday, October 15, 2015	Mid-semester break			
Thursday, October 22, 2015	Taste Buds Class Trip (TBA)	PPT - Final Blueprinting		
Thursday, October 29, 2015	Servicescaping Folder (all items read)	Chapter 5 - The Service Vision	Quiz - Gaps in Service Quality	10
Thursday, November 5, 2015	Problem Identification and Resolution Folder (all items read)	Chapter 8 - Empowerment, Guarantees, and Recovery		
Thursday, November 12, 2015	Quality Service Folder (all items read)		Assignment - Customer Problem Resolution Due	50
Thursday, November 19, 2015		Chapter 11 - Implications of the New Paradigm in Hospitality		
Thursday, November 26, 2015	Thanksgiving Holidays.			
Thursday, December 3, 2015	Last day of classes.		Final Assignment - Service Blueprint Report with Stall Points	250
			Road Trip or Speaker Write-Up	50
Thursday, December 10, 2015	6200 Final Exam 5:30 - 7:30			
			Attendance and Participation	100
			Total Points	630