

Fall 2015

HRT 6301

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University of New Orleans

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

Course Title/Number: Hospitality and Tourism Industry Strategic Planning, HRT 6301
Day/Time/Place of Class: Online
Instructor's Name: Dr. Yvette Green
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Office Hours: 11:00am – 12:15pm T/TH

Course Description

Concepts and formulation of business strategy are analyzed and determined in the framework of the total business environment. Roles and actions of top management and supervisory personnel in developing and implementing policy and strategy are examined in the highly competitive settings of the hospitality and tourism industry. Case studies are utilized to solve problems. This course should be taken in the final semester of study and it will draw extensively upon the knowledge and skills acquired throughout the program.

Required Text:

**Strategic Management in Action, 6th Edition, Coulter; Pearson Higher Ed
ISBN: 9780132620673**

Objectives:

1. To learn the basic strategic management concepts and techniques.
2. To understand how firms formulate, implement, and evaluate strategies.
3. To learn to use all the knowledge acquired from prior business and HRT courses, coupled with new strategic-management techniques learned and chart the future direction of different organizations.
4. The major responsibility of students in this course is to use case studies to make objective strategic decisions and to justify them through written communication.

Online Course Statement:

HRT 6301 – Sec 476 – Fall 2015 is an online course. By registering for this class, students have agreed to the basic premise of having reliable computer and internet capability. If the student's personal connection becomes unavailable, it is the student's responsibility to access another connection (ie. local public library, UNO computer lab, etc.) Students are **REQUIRED** to activate their UNO email account. The professor will only send information via UNO email.

Assessments

Quizzes	30%
Assignments	20%
Midterm Exam	15%
Simulation Reports	20%
Final Simulation Report	10%
<u>Individual Simulation Reflection Report</u>	<u>5%</u>
Total	100%

Grading Scale:

90.0% - 100%	=	A
80.0% - 89.99%	=	B
70.0% - 79.99%	=	C
60.0% - 69.99%	=	D
59.99% – and below	=	F

Online Attendance Policy and Time Commitment:

Students are required to log in daily to receive updates and information on the course. Each assessment will have specific instructions including due dates.

Changes to Syllabus/Schedule

The instructor may make changes to the syllabus since unforeseen events may occur. You are responsible for any changes that are announced. Check Moodle and your email regularly for any class changes.

Late Submission Policy:

Assignments are due on the date and times noted on each assignment posted. **Late assignments will not be accepted.**

Online Course Student Expectations:

To have a smooth and successful experience in this distance learning course, I understand the following to be my responsibilities throughout the semester:

- to read the syllabus closely and check for class updates regularly on Moodle.
- to keep up with assignments/exams which are due as posted in the Syllabus.
- to **NOT** turn in late assignments as these will not be accepted.
- to receive and send email using only my @uno.edu email address.

- to ensure that my mailbox is not full so I can receive messages @uno.edu account.
- to read or be familiar with the student honesty policy and abide by it.
- to ensure that I have the necessary technology to take this course.
- to realize computers differ and Internet connections may be more reliable at some hours than others.

If my personal computer performs poorly:

- to use another computer connected to the Internet with Firefox, or
- call 280-HELP if you can encounter any problems with your email or computer during exams.

Make-up Exam Policy and Late Submissions

It is your responsibility to adhere to quiz/exam and assignment dates and times as provided in this syllabus. NO late assignments will be accepted. NO makeup exams will be administered. If you miss a quiz or exam, you will not have the opportunity to review a quiz or exam to prepare for future exams or the final exam.

Weekly Quizzes:

Weekly quizzes will assess the student's comprehension of the weekly materials. Quizzes will be available from Monday at 12 am until Sunday at 11:59pm. Once a student logs in, there will be a time limit on each quiz. **There are no exceptions and late quizzes will not be accepted.** See the due dates and times in this syllabus and on Moodle.

Exam:

The Midterm Exam dates are posted in the syllabus. **There is no makeup opportunities for missing this exam.** The Midterm Exam will cover materials leading up to the exam. The exam will open on Monday, October 5th at 12am and close on Sunday, October 11th at 11:59pm. When you log in there will be a time limit on the exam.

Quiz/Examination Policy

You should complete all coursework (including quizzes and exams) alone. Students suspected of cheating on any examination will receive an F on the quiz and may face harsher penalties. There are no opportunities for make-up examinations.

***Take the quizzes and exams using Firefox as your browser, and you should not encounter any problems. All computers on campus have Firefox installed.**

***Not completing an exam because you are experiencing computer difficulties is not acceptable. You will receive a 0 if you do not complete the exam. No make ups will be given!**

***Please do not take the exam from your cell phone, IPAD, or other device that may cause you to experience difficulties while taking the exam. You will not be allowed to retake the exam.**

Quiz/Exam Directions:

Each quiz will be administered through Moodle. The following are directions for taking your quizzes:

- 1) The quizzes will take place in Moodle. Weekly quizzes will be available to students beginning on Mondays at 12:00 a.m. and closing on Sundays at 11:59 p.m. The questions may be multiple choice, true or false, fill-in-the-blank, essay, drag-and-drop, or matching.
- 2) Each quiz/exam is a timed examination. Students are given approximately 20 minutes - 2 hours to complete the quiz/examination (based on number of questions). Please refer to the exam directions for each exam. A time elapsed clock will be displayed at the top of the screen. **Please monitor your testing time. Please keep in mind that I have access to your testing beginning and completion time. The exam will end after the allotted time, and you will not receive credit for any questions that you did not complete. If you exceed the time for any reason, Moodle may delete your attempt, and you will receive a ZERO! Do not exceed the exam time!**
- 3) Each quiz/examination must be completed at the time of log in. The exam cannot be resumed later. **Do not log out and log back in to an exam or quiz for any reason. Moodle may give you a zero and delete your attempt.**
- 4) One question will appear on a page at a time. You must click on each question and answer each question until you reach the end of the quiz/exam. You can save the question and your answers and continue without submitting your exam to be scored which is highly recommended. Please review the Moodle exam screen for the number of questions that will appear. It is your responsibility to answer all questions, or you will not receive credit for the questions that you did not complete.
- 5) At the completion of the final question, click the submit button. This will submit your examination for grading. It is your responsibility to be certain that your exam was properly submitted and graded. You should check Moodle immediately after an exam to be certain that your grade was recorded in your grade book. IF you notice that your grade was not properly posted, please contact me immediately.
- 6) Moodle does not allow you to open other computer programs or click out of the

quiz/exam. Close all other computer programs (except Moodle) while taking your examination. If not, you may be locked out of the exam and receive a 0.

7) You are expected to complete the examination, quizzes, and all assignments individually. Any collaboration constitutes academic dishonesty; and you will receive an "F" in the course.

8) Exams will be available to review after the exam closes. Only the question and your mark will be shown during the review period. This is intended to be a learning experience! **I WILL NOT PROVIDE THE ANSWERS TO EXAM QUESTIONS! If you notice any discrepancies, please email me the question number, why you think your answer is correct, and the page number in the textbook to support your answer.** I will review your exam and make an adjustment if warranted.

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. Students found participating in academic dishonesty will be punished to the fullest extent. Refer to the UNO Judicial Code for further information. The Code is available online via the UNO webpage (www.uno.edu).

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 any and 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 members 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.

Student Verification Policy:

To ensure academic integrity, all students enrolled in distance learning courses at the University of New Orleans may be required to participate in additional student identification procedures. At the discretion of the faculty member teaching the course, these measures may include on-campus proctored examinations, off-site or online proctored examinations, or other reasonable measures to ensure student identity. Authentication measures for this course are identified below and any fees associated are the responsibility of the student.

Our class will use Moodle log in user ID and passwords for student verification.

Tentative Schedule:

Week of:

August 19	Introduction to HRT 6301 – Syllabus and Textbook Chap 1: Introducing the Concepts
August 24	Chap 2: The Context of Managing Strategically
August 31	Chap 3: Assessing Opportunities and Threats: Doing an External Analysis
September 7	Chap 4: Assessing Strengths and Weaknesses: Doing an Internal Analysis
September 14	Chap 5: Functional and Competitive Strategies
September 21	Chap 6: Corporate Strategies
September 28	Chap 7: International Strategies
October 5	Midterm Exam Chapters 1-7
October 12	Hotel Simulation
October 19	Hotel Simulation
October 26	Hotel Simulation
November 2	Hotel Simulation
November 9	Hotel Simulation
November 16	Hotel Simulation
November 23	Hotel Simulation
November 30	Final Report
December 7	Individual Report

Fall 2015 Course Schedule

Opens in Moodle at 12 a.m. on:	Closes In Moodle at 11:59 p.m. on:	Chapter Reading and Quiz	Assignment Due
Wed, 8/19	Sunday, 8/30	Chapter 1 & Quiz	Assignment Chapter 1
Monday, 8/24	Sunday, 8/30	Chapter 2 & Quiz	Assignment Chapter 2
Monday, 8/31	Sunday, 9/6	Chapter 3 & Quiz	Assignment Chapter 3
Monday, 9/7	Sunday, 9/13	Chapter 4 & Quiz	Assignment Chapter 4
Monday, 9/14	Sunday, 9/20	Chapter 5 & Quiz	Assignment Chapter 5
Monday, 9/21	Sunday, 9/27	Chapter 6 & Quiz	Assignment Chapter 6
Monday, 9/28	Sunday, 10/4	Chapter 7 & Quiz	Assignment Chapter 7
Monday, 10/5	Sunday, 10/11	Midterm Exam Chapters 1, 2, 3, 4, 5, 6, 7	

**Hotel Simulation Project:
Description Forthcoming**