

Business Administration

Course Number: **BUAD 220**

Notes**Mid-term and Final Exams**

Exams will be a combination of multiple choice, true and false, short answer, and short essay questions. The mid-term will be 1 hour in length. The final, which will be 2 hours in length, may include foundational material from the beginning of the semester, but will mainly focus on the material covered during the second half of the semester.

Research Report and Presentation

You will be required to complete a research project and make a presentation on a hotel corporation selected from a list of possible choices or a topic critical to the hotel industry. Try to choose a company or topic from the list that you find interesting or is part of the hotel industry that you would like to learn more about.

You will adopt the role of a consultant who has been commissioned to collect data and to prepare a report describing the company. An outline is attached which will assist you. You will be assigned to a team of 4 people to prepare a business report and make a presentation on a hotel corporation or a topic of interest related to the hotel industry. You will receive a team mark on this project that is shared by all team members. An evaluation scheme will be posted on Moodle. Each presentation will be 20 minutes in length plus an additional 10 minutes allocated for a Q & A session at the end.

Required Texts/Resources

Hotel Operations Management, 3rd Ed., David K. Hayes Ph.D, Clarion Hotel and Conference Center. Jack Ninemeier, Ph.D, M

Course Schedule

Date		Topic	Textbook
2022 Week of:		Monday, January 5th – First Day of Classes Monday, February 21 – STAT Tuesday, February 22 – Friday, February 25 – Reading Break Friday, April 15 – STAT	
Jan	5 th & 10 th	Introduction and Course Outline The Hotel Industry Overview	Chapter 1
Jan	12 & 17	Current Affairs Guest Service Imperative The General Manager	Chapter 2 Chapter 3
Jan	19 & 24	Current Affairs General Managers are Leaders Human Resources	Chapter 4 Chapter 5
Feb	2	Current Affairs Revenue Management	Chapter 7
Feb	7 & 9	Current Affairs Sales & Marketing	Chapter 8
Feb	14 & 16	Front Office Housekeeping	Chapter 9 Chapter 10
Feb	21 thru 25	Reading Week	
Mar	2	Current Affairs Food & Beverage	Chapter 11
Mar	7 & 9	Current Affairs Property Operation & Maintenance	Chapter 12
Mar	14 & 16	Personal Safety and Property Security	Chapter 13
Mar	21, 23 & 28	Franchise Agreements & Management Contracts Managing in the Global Hotel Industry	Chapter 14 Chapter 15
Mar	30	Term Project Presentation	
Apr	4	Term Project Presentations	
Apr	6	Term Project Presentation & Final Prep	
Apr	11 thru 29	Final Exam period	

