Course Syllabus

Department: Business Department

Date: 12/17/2012

I. Course Prefix and Number: HTM 210

   Course Name: Hospitality Computer Applications

   Credit Hours and Contact Hours: 3 credit hours and 3 contact hours

   Catalog Description including pre- and co-requisites:
This course will examine the relationship between computers and an industry that was founded on high touch rather than high tech. Students will work with actual hospitality software including a front office module of a Property Management System. The class will also learn to manipulate MS Publisher a design software package, and MS PowerPoint, a presentations software package. In all instances, the student will see how computers can be tools for effective management. Prerequisite: HTM 100

   Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable:

This course is a required course for Hotel & Resort Management students, a business elective for business students and a general elective for all other students.

II. Course Student Learning Outcomes:

Upon completion of this course the student will be able to:
1. Manipulate design and presentation software to achieve hospitality related outcomes
2. Describe the functionality of the front office module of a property management system
3. Utilize a PMS to simulate tasks performed at an operational hotel front desk
4. Apply creative techniques to the menu design process
5. Interpret PMS generated reports and utilize that information as a management tool

   College Learning Outcomes Addressed by the Course:

   □ writing  X computer literacy
   X oral communications □ ethics/values
   □ reading □ citizenship
   □ mathematics □ global concerns
   X critical thinking □ information resources

III. Assessment Measures:
<table>
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<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
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<tbody>
<tr>
<td>Oral Communications</td>
<td>Students will be assigned an oral presentation to be delivered to the class.</td>
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<tr>
<td>Critical Thinking</td>
<td>Students will create hospitality documents (i.e. menu) while inventively applying design and industry standards in a way that meets management and guest needs.</td>
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<tr>
<td>Computer Literacy</td>
<td>Students will regularly work with relevant software packages familiarizing themselves with functionality, procedures, creative applications, advantages and disadvantages, and industry standards.</td>
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IV. Instructional Materials and Methods

Types of Course Materials:
There is no textbook for this course. A number of software packages are the source materials and main focus of this course. Library resources will additionally be utilized in this course.

Methods of Instruction:
This course may be taught using a traditional lecture and discussion format based on the active manipulation of industry software. Individual projects, presentations, simulated hospitality exercises, situational analysis assignments, and student-guided dialogues may additionally be used.

Students may be evaluated on the following basis: tests, quizzes, task completion, submitted projects and papers, attendance, and class participation.

V. General Outline of Topics Covered:
1. Familiarization with the front office module of a Property Management System (PMS)
2. The computer-based reservation process
3. Reservation management
4. The computer-based check-in and check-out processes
5. Report generation and the respective applications for each report
6. Current hospitality applications for desktop publishing and design software
7. Aspects of menu design
8. Internet applications, web page effectiveness, and the manipulation of social media sites
9. F & B software packages and essential functionalities
10. Parameter manipulation in FD software packages
11. Computers as a management tool.
12. Front desk, accounting, and housekeeping tasks simplified with a PMS
13. Simulate actual front office and housekeeping activities
14. Computers and profitability
15. Meeting enhancement using presentations software
16. How the Web is revolutionizing the hotel business and hospitality distribution channels