

# 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<br>Week of: |                                    | Monday, January 5th – First Day of Classes<br>Monday, February 21 – STAT<br>Tuesday, February 22 – Friday, February 25 – Reading Break<br>Friday, April 15 – STAT |                          |
| Jan              | 5 <sup>th</sup> & 10 <sup>th</sup> | Introduction and Course Outline<br>The Hotel Industry Overview  | Chapter 1                |
| Jan              | 12 & 17                            | Current Affairs<br>Guest Service Imperative<br>The General Manager  | Chapter 2<br>Chapter 3   |
| Jan              | 19 & 24                            | Current Affairs<br>General Managers are Leaders<br>Human Resources  | Chapter 4<br>Chapter 5   |
| Feb              | 2                                  | Current Affairs<br>Revenue Management   | Chapter 7                |
| Feb              | 7 & 9                              | Current Affairs<br>Sales & Marketing  | Chapter 8                |
| Feb              | 14 & 16                            | Front Office<br>Housekeeping  | Chapter 9<br>Chapter 10  |
| Feb              | 21 thru 25                         | Reading Week  |                          |
| Mar              | 2                                  | Current Affairs<br>Food & Beverage  | Chapter 11               |
| Mar              | 7 & 9                              | Current Affairs<br>Property Operation & Maintenance   | Chapter 12               |
| Mar              | 14 & 16                            | Personal Safety and Property Security   | Chapter 13               |
| Mar              | 21, 23 & 28                        | Franchise Agreements & Management Contracts<br>Managing in the Global Hotel Industry  | Chapter 14<br>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   |                          |

