

Missouri State University
Curricular Proposal Program Change or Deletion

Department Hospitality and Restaurant Administration Date March 20, 2015

Title of Program Affected Hospitality and Restaurant Administration (Comprehensive) (BS)

Type of Program: Major Comprehensive Major Option Minor Certificate Certification
Academic Rules Other

Revised Catalog Description (cut and paste present description from online catalog, strikethrough all deletions, and insert and bold new information)

Hospitality and Restaurant Administration (Comprehensive) (BS)

Bachelor of Science

- A. General Education Requirements - see General Education Program and Requirements section of catalog
Specific General Education Requirement: GRY 100(3)
- B. Major Requirements
1. Core Courses: HRA 210(3), 215(3), 218(3), 310(3), 321(3), 354(3), 410(3), 426(3), 428(3), 480(3), 490(3), 499(6)
 2. Related Requirements: MKT 150(3) or 350(3); and ACC 201(3)
 3. Public Affairs Capstone Experience will be fulfilled by completion of HRA 490(3) and 499(6).
 4. Complete one of the following options (9 hours):
 - a. **Club Management:** HRA 330(3); 345(3); 430(3) or 436(3)
 - b. **Food and Beverage:** HRA 330(3), 409(3), 435(3)
 - c. **General Operations:** HRA 340(3); 430(3) or HRA 436(3); HRA 315(3) or 435(3)
 - d. **Lodging:** HRA 315(3), 360(3); ~~HRA 430(3) or 436(3)~~; HRA 370(3)
 - e. **Senior Living Management:** HRA 330(3); GER 310(3), 365(3)
 - f. **Tourism:** GRY 310(3), 328(3); HRA 340(3)
- C. Electives to bring total number of hours to 125. Students are encouraged to use these hours to complete more than one track and to take HRA electives.
- D. General Baccalaureate Degree Requirements - see General Baccalaureate Degree Requirements section of catalog

Complete New Catalog Description

Hospitality and Restaurant Administration (Comprehensive) (BS)

Bachelor of Science

- A. General Education Requirements - see General Education Program and Requirements section of catalog
Specific General Education Requirement: GRY 100(3)
- B. Major Requirements
1. Core Courses: HRA 210(3), 215(3), 218(3), 310(3), 321(3), 354(3), 410(3), 426(3), 428(3), 480(3), 490(3), 499(6)
 2. Related Requirements: MKT 150(3) or 350(3); and ACC 201(3)
 3. Public Affairs Capstone Experience will be fulfilled by completion of HRA 490(3) and 499(6).
 4. Complete one of the following options (9 hours):
 - a. **Club Management:** HRA 330(3), 345(3); 430(3) or 436(3)
 - b. **Food and Beverage:** HRA 330(3), 409(3), 435(3)
 - c. **General Operations:** HRA 340(3); 430(3) or 436(3); HRA 315(3) or 435(3)
 - d. **Lodging:** HRA 315(3), 360(3), HRA 370(3)
 - e. **Senior Living Management:** HRA 330(3), GER 310(3), 365(3)
 - f. **Tourism:** GRY 310(3), 328(3), HRA 340(3)
- C. Electives to bring total number of hours to 125. Students are encouraged to use these hours to complete more than one track and to take HRA electives.
- D. General Baccalaureate Degree Requirements - see General Baccalaureate Degree Requirements section of catalog

①

Total Hours 125

What is changing? Check all boxes that apply.

- Title change
- Course changes of under 18 hours
- Course changes of 18 hours or more
- From option to program (major)
- From program (major) to option
- Program or option deletion
- Other Course changes in options

Reason for Proposed Change

The course selections within the options were increased to allow students more flexibility in the Club Management and General Operations options. HRA 370 Hospitality Industry Revenue Management was added as a course requirement for students selecting the Lodging option in response to the increase demand for enhanced knowledge in this area of study.

DEPARTMENT: Route according to ART VI, SEC 3B(1-4) of Bylaws of the Faculty Senate. Forward three typed, originally signed forms to one of the following (please check all that apply and send to first council/committee marked). If the program needs to go through more than one committee/council, forward one additional form for each additional council/ committee marked.

- College Council (Send all undergraduate program changes through College Council as first step before forwarding either to PEC, CGEIP, or directly to Faculty Senate)
- Professional Education Committee (Considers all program changes affecting BS and MS in Education and Educational Specialist degrees)
- Committee on General Education and Intercollegiate Programs (Considers all general education and multi-college program changes)
- Graduate Council (Considers all graduate-level program changes)

Signature Stephanie Heine
Department Head

Date 3/23/2015

(Routing on Reverse Side)

FS Program Change - 10/8/2013

1

ROUTING

1. COLLEGE COUNCIL (ART VI, SEC 3B)

APPROVED After dean review/comment, forward two signed copies of final action to the Secretary of the Faculty for disposition, or forward appropriate number of copies to next committee level for approval.

DISAPPROVED Return one signed copy of final action to the appropriate Department Head.

Comment(s)

Signature Date

Chairperson

2. DEAN OF THE COLLEGE (ART VI, SEC 5)

REVIEWED Return to College Council Chair within ten days of receipt for disposition.

Comment(s)

Signature Date

Dean of the College

3. PROFESSIONAL EDUCATION COMMITTEE (ART III, SEC 9)

APPROVED Forward two signed copies of final action to the Secretary of the Faculty for disposition, or forward three signed copies to next committee level for approval.

DISAPPROVED Return one signed copy of final action to the appropriate Department Head.

Comment(s)

Signature Date

Chairperson

4. COMMITTEE ON GENERAL EDUCATION AND INTERCOLLEGIATE PROGRAMS (ART IV, SEC 2)

APPROVED Forward two signed copies of final action to the Secretary of the Faculty for disposition, or forward three signed copies to next committee level for approval.

DISAPPROVED Return one signed copy of final action to the appropriate Department Head.

Comment(s)

Signature Date

Chairperson

5. GRADUATE COUNCIL (ART V, SEC 3, OR ART VI, SEC 3B)

APPROVED Forward two signed copies of final action to the Secretary of the Faculty for disposition.

DISAPPROVED Return one signed copy of final action to the appropriate Department Head.

Comment(s)

Signature Date

Chairperson

6. FACULTY SENATE (ART VI, SEC 9)

APPROVED
DISAPPROVED

Comment(s)

Signature Date

Chairperson

7. PROVOST (ART I, SEC 6; ART VI, SEC 9)

RECOMMENDED TO PRESIDENT
NOT RECOMMENDED TO PRESIDENT

Comment(s)

Signature Date

Provost

8. PRESIDENT

APPROVED
DISAPPROVED

Comment(s)

Signature Date

President

2

Missouri State University
CURRICULAR PROPOSAL
NEW COURSE (or new REGULAR SECTION of an existing variable content course)

Department: Hospitality & Restaurant Administration

Date: April 7, 2015

Check one: New COURSE New REGULAR (i.e. permanent) SECTION of an existing variable content course. If a new regular section of an existing variable topics course, to what existing course is it to be attached? _____

Course Code: HRA Course Number: 370 Course Title: Hospitality Industry Revenue Management

PROPOSED CATALOG DESCRIPTION:

The course presents the theories, strategies and tactics employed in hospitality revenue management including capacity management, duration control, demand and revenue forecasting, discounting, displacement analysis, and sales mix analysis.

Credit hours: 3
Lecture contact hours: 3
Lab contact hours: 0
Typically offered: Spring

PURPOSE OF COURSE:

Revenue management in the hospitality industry is increasing in its importance and sophistication as organizations continually seek to optimize inventory, maximize revenues, and increase profits. As such, the lodging segment, in particular, has seen significant growth in the number of job opportunities in the field. Upper-level career advancement in the lodging industry is often tied to one's ability to understand and employ revenue management techniques. The course also helps strengthen students' understanding of financial, marketing, and strategy curriculum areas that are required by the department's ACPHA accreditation.

RELATIONSHIP TO OTHER DEPARTMENTS: None

DEPARTMENT: Route according to ART VI, SEC 3B(1-4) of Bylaws of the Faculty. Attach New Course Resource Information form (FS 300a/05) and forward three typed, originally signed forms to one of the following (please check all that apply and send to first council/committee marked). If the course needs to go through more than one council/committee forward one additional form for each additional council/committee marked.

- College Council (All new course proposals numbered 100-599 must go through College Council first. After approval, College Council will forward appropriate number of copies to the next committee/ council or directly to the Faculty Senate if no further committee approval is needed.)
- Professional Education Committee (Considers all new courses affecting BS and MS in Education and Educational Specialist degrees)
- Committee on General Education and Intercollegiate Programs (Considers all general education and multi-college new course proposals)
- Graduate Council (Considers all 600-, 700-, and 800-level new courses)

*If the course needs to go through more than one council/committee, forward one additional form for each additional council/committee marked.

Signature Stephanie Hein
Department Head

Date 3/23/2015

NEW COURSE RESOURCE INFORMATION

(2)

Department: Hospitality & Restaurant Administration Date April 7, 2015

Course Number and Title HRA 370: Hospitality Industry Revenue Management

Anticipated Average Enrollment 30 Maximum Enrollment Limit 45

Faculty Load Assignment 3 Equated Hours

1 Is another course being deleted? If so, give course number and title.

No other course is being deleted

2 What will this course require in the way of:

Additional library holdings? No additional library holdings will be needed. All materials are currently accessible.

Additional computer resources? No additional computer resources

Additional or remodeled facilities? No additional facilities

Additional equipment or supplies? No additional equipment or supplies are needed

Additional travel funds? No additional travel funds are needed

Additional faculty--general vs specialized? Course would require either a redistribution of teaching load or one per course faculty to allow faculty with content expertise to teach the course

Other additional expenses? No additional expenses are anticipated

3 If additional faculty are not required, how will faculty be made available to teach this course?

Faculty will be made available by redistributing current teaching load if an additional per course faculty is not financially feasible

List names of current faculty qualified to teach this course: Albert Barreda, Melissa Dallas, and Stephanie Hein

4 What is the anticipated source of students for this course? (If from within the department, will students be taking this course in addition to or in place of other courses? If from outside the department, which courses in other departments would most likely be affected?)

The source of the students will come from within the department. Students will take this course in place of the HRA 430 or HRA 436 courses noted in the Lodging Option.

5 Other comments:

2

HOSPITALITY AND RESTAURANT ADMINISTRATION
MISSOURI STATE UNIVERSITY

HRA 370—HOSPITALITY INDUSTRY REVENUE MANAGEMENT
SPRING 2016

COURSE SYLLABUS

Instructor:	Albert A. Barreda, Ph.D.
Class Schedule:	To be announced
Class Location:	Pummill Hall
Office Location:	Pummill Hall
Office Hours:	To be announced
E-mail:	AlbertBarreda@MissouriState.edu
Phone:	(417) 836-4223
Required Textbook:	Revenue Management for the Hospitality Industry: 1st Edition By David K. Hayes, Allisha Miller (Author) [Hardcover] ISBN-13: 9780470393086 Publisher: Wiley
Book for student presentations	Introduction to Revenue Management for the Hospitality Industry: Principles and Practices for the Real World – 09 edition by Kimberly A. Tranter, Trevor Stuart-Hill and Juston Parker ISBN13: 978-0131885899 ISBN10: 0131885898
Supplementary (Optional) Texts and Materials	Cross, R. G. (1997). Revenue Management: Hard Core Tactics for Market Domination 1st Ed.). New York, NY: Broadway Books. Fitzsimmons, J. A., & Fitzsimmons, M. J.(2004). Service Management (4th ed.). New York, NY: McGraw-Hill. Cullen Kathleen & Helsel Caryl (2010). The Evolving Dynamics of Revenue Management

Welcome!

It will be a great opportunity to guide you in the learning process of the area of Revenue Management. I'm looking forward to a fun and productive semester with a lot of learning based on theory and practical application. You will learn in a dynamic way that involves class discussion, debates, case studies and a simulation game where you are a District Manager and you have to take decisions to increase the revenues and maximize profits in three different markets, Orlando, Tampa, and Miami.

2

*HOSPITALITY AND RESTAURANT ADMINISTRATION
MISSOURI STATE UNIVERSITY*

Course Description

The course presents the theories, strategies and tactics employed in hospitality revenue management including capacity management, duration control, demand and revenue forecasting, discounting, displacement analysis, and sales mix analysis. *Prerequisites:* Coursework: HRA 310.

The class has been designed to provide the advanced student with first-hand knowledge of the strategies and tactics employed in hospitality revenue management.

Students should also have an intermediate level knowledge of MS Office (or comparable) programs including but not limited to Excel, Word, and PowerPoint.

Course Objectives

Upon completion of this course, students are expected to be able to:

1. Describe the components of revenue management.
2. Explain the benefits of revenue management.
3. Apply the strategic levers of revenue management.
4. Develop demand and revenue forecasts and measure their accuracy.
5. Use overbooking data to forecast and manage no-shows.
6. Identify factors that affect group forecasting error.
7. Apply the principles of capacity management and duration control.
8. Use displacement analysis to calculate group rate.
9. Make group management decisions.
10. Use historical group data to calculate expected group pick-up.
11. Define non-yieldable business.
12. Develop rate fences.
13. Evaluate the pros and cons of discounting.
14. Apply the principles of revenue management to non-room revenue centers.
15. Develop a revenue management plan of action.
16. Explain and evaluate positioning and pricing strategies.
17. Explain pricing in relation to price elasticity of demand.

Purpose of the Course:

The purpose is to present an overview and exposure to both the theory and the practice of revenue management in different sectors of the hospitality industry such as lodging, restaurants, airlines, and rental cars. Essentially, revenue management (RM) is a practical discipline; its importance develops from the business outcomes it attains. In the same manner, RM has powerful components of a practical science and the technical components of a discipline that justifies precise management. The purpose of this class is to examine both the practical and theoretical components.

2

*HOSPITALITY AND RESTAURANT ADMINISTRATION
MISSOURI STATE UNIVERSITY*

The applicability of the class:

The philosophy, approach and procedures are generally applied in the next sectors:

- ✓ Transportation (airline, railway, rental car)
- ✓ Hospitality (hotels, cruise lines, ferries, casinos)
- ✓ Media (television advertising, internet ad sales)
- ✓ Retail (apparel, consumer goods)
- ✓ Health Care (hospitals, clinics)
- ✓ Manufacturing (made-to-order manufacturing)
- ✓ Finance (financial products)

Technology Application

Online Simulation objective:

Many principles of pricing can be explored in the simulation: nature and dynamics of consumer response to price (i.e., price elasticity); importance of understanding and accounting for differences across customer segments; importance of understanding/accounting for differences across geographic markets (heterogeneity of demand); importance of accounting for competitive response; impact of price on overall marketplace demand and impact of general economic conditions on the demand function; economics of pricing decisions and associated marginal math; and the role of pricing in managing product inventory (e.g., managing excess demand and stock-outs).

SIMULATION DESCRIPTION

This web-based simulation presents an engaging context in which students develop their knowledge of pricing by managing a rental car operation (Universal) in Florida and improve regional performance by developing a pricing strategy. The simulation involves three regions--Orlando, Tampa, and Miami--which vary in size, market dynamics, and customer mix. The focus is competition between two car rental companies with players inputting decisions for Universal. The simulation lasts up to 12 simulated months. Whether assigned as individuals or teams, players must set weekday and weekend prices for each region for each period (month) and make fleet capacity decisions at several points throughout the simulation. The simulation is asynchronous and can be assigned for homework. A Facilitator's Guide provides an overview of simulation screens as well as a Teaching Note with detailed commentary on debriefing the simulation. The simulation can be assigned and used in different ways to meet the needs of the instructor. For example, it can be assigned as a pre-class exercise with subsequent in-class debrief. Alternatively, given the range of variables at the professor's disposal, the professor can craft weekly assignments throughout the course which highlight specific learning objectives. Finally, the simulation can be run multiple times, with increasing complexity.

2

*HOSPITALITY AND RESTAURANT ADMINISTRATION
MISSOURI STATE UNIVERSITY*

Course Procedures

The course will be lectured based on class discussions, excel assignments, business simulations, pricing games, cases, and a final project. Students are expected to attend the class on time and to actively engage in class discussions in each class session. ALL CLASS RELATED MATERIALS WILL BE POSTED ON BLACKBOARD 9.1

Course Requirements:

1. Class attendance is critical to your understanding of the material. Frequent assessments will be given in class as well as periodic homework checks. Students will not be permitted to make these up. In a nutshell, poor attendance will likely lower your overall grade by at least two letter grades. You are responsible for obtaining any missed information.
2. Active participation in peer and whole class activities is expected. Your quality of participation will influence your grade and can impact borderline grades. You must be in class to receive points for in-class activities. This course provides an opportunity to engage in activities to foster learning. Therefore, the reading of newspapers, magazines, or other non-related materials during class activities, discussions or lectures is NOT permitted during regularly scheduled class times.
3. All assignments are to be turned in on or before the designated due date. If you are going to miss the class period in which the assignment is due, you must make arrangements with me prior to the class period in which the work is due. Exams will be given as scheduled. Only emergency situations will be considered as a valid excuse for a make-up exam and the instructor must be notified in advance.
4. Blackboard will be utilized extensively for this class. It is the student's responsibility to read the material as well as to check Blackboard routinely for course information. Slides and other course material will be posted only there and will not be distributed in class. Make certain that you print out the lecture material required for class in advance and bring it with you.
5. **PROMPTNESS** is expected of every student. Your tardiness is a distraction to others. You are expected to be in your seat and ready to begin class on time. I will not repeat information or allow you to receive homework check credit you miss because of tardiness.
6. **Calculators---**This is a course that deals with numbers and math. Please make sure that you bring a basic calculator to each class. A great deal of the instruction involved will require that you work along with the instructor to solve problems. If you are not involved with the process, very little learning or understanding will occur. You CANNOT use cell phone calculators in the class.
7. Students will be expected to have materials related to the days topic read **prior** to class. Tests can contain information from the textbook and lecture material. **It is the student's responsibility to read the material as well as to routinely check Blackboard.**

*HOSPITALITY AND RESTAURANT ADMINISTRATION
MISSOURI STATE UNIVERSITY*

8. **No Texting in My Class:** As a courtesy to your fellow classmates and myself, please make sure all cellular phones are either turned off or put on silent mode. As a member of the learning community, each student has a responsibility to other students who are members of the community. When cell phones or pagers ring and students respond in class or leave class to respond, it disrupts the class. Therefore, the Office of the Provost prohibits the use by students of cell phones, pagers, PDAs, or similar communication devices during scheduled classes. All such devices must be turned off or put in a silent (vibrate) mode and ordinarily should not be taken out during class. Given the fact that these same communication devices are an integral part of the University's emergency notification system, an exception to this policy would occur when numerous devices activate simultaneously. When this occurs, students may consult their devices to determine if a university emergency exists. If that is not the case, the devices should be immediately returned to silent mode and put away. Other exceptions to this policy may be granted at the discretion of the instructor. You will be asked to leave the classroom for the remainder of the class period if you talk or text on your cell phone during the class period, thus losing any potential points for that class period. The use of a cell phone during a test or quiz will result in an automatic zero on both.

UNIVERSITY POLICIES

Emergency response statement

At the first class meeting, students should become familiar with a basic emergency response plan through a dialogue with the instructor that includes a review and awareness of exits specific to the classroom and the location of evacuation centers for the building. All instructors are provided this information specific to their classroom and/or lab assignments in an e-mail prior to the beginning of the fall semester from the Office of the Provost and Safety and Transportation. Students with disabilities impacting mobility should discuss the approved accommodations for emergency situations and additional options when applicable with the instructor. For more information go to <http://www.missouristate.edu/safetran/51597.htm> and <http://www.missouristate.edu/safetran/erp.htm>.

Religious accommodation

The University may provide a reasonable accommodation based on a person's sincerely held religious belief. In making this determination, the University reviews a variety of factors, including whether the accommodation would create an undue hardship. The accommodation request imposes responsibilities and obligations on both the individual requesting the accommodation and the University. Students who expect to miss classes, examinations, or other assignments as a consequence of their sincerely held religious belief shall be provided with a reasonable alternative opportunity to complete such academic responsibilities. It is the obligation of students to provide faculty with reasonable notice of the dates of religious observances on which they will be absent by submitting a Request for Religious Accommodation Form to the instructor by the end of the third week of a full semester course or the end of the second week of a half semester course.

2

*HOSPITALITY AND RESTAURANT ADMINISTRATION
MISSOURI STATE UNIVERSITY*

Statement of attendance policy

Instructors must provide students with a written statement of the specific attendance policy for that class. The instructor has the responsibility to determine specific attendance policies for each course taught, including the role that attendance plays in the calculation of final grades and the extent to which work missed due to non-attendance can be made up. The University encourages instructors not to make attendance a disproportionately weighted component of the final grade, and also expects instructors to be reasonable in accommodating students whose absence from class resulted from: 1) participation in University-sanctioned activities and programs; 2) personal illness; or 3) family and/or other compelling circumstances. The University's attendance policy can be found at <http://www.missouristate.edu/registrar/catalog/attendan.html>.

Statement of grading policy

Faculty have the choice to utilize either the standard grade policy or the plus/minus grading option but are required to indicate their grading scale on their syllabus. The University's plus/minus grading system can be found at <http://www.missouristate.edu/registrar/grades.html>

Statement on academic dishonesty

Missouri State University is a community of scholars committed to developing educated persons who accept the responsibility to practice personal and academic integrity. Students are responsible for knowing and following the university's student honor code, Student Academic Integrity Policies and Procedures and also available at the Reserves Desk in Meyer Library. Any student participating in any form of academic dishonesty will be subject to sanctions as described in this policy.

Statement of nondiscrimination

Missouri State University is an equal opportunity/affirmative action institution, and maintains a grievance procedure available to any person who believes he or she has been discriminated against. At all times, it is your right to address inquiries or concerns about possible discrimination to the Office for Institutional Equity and Compliance, Park Central Office Building, 117 Park Central Square, Suite 111, 417-836-4252. Other types of concerns (i.e., concerns of an academic nature) should be discussed directly with your instructor and can also be brought to the attention of your instructor's Department Head. Please visit the OED website at www.missouristate.edu/equity/.

Statement on disability accommodation

To request academic accommodations for a disability, contact the Director of the Disability Resource Center, Carrington Hall, Room 302, 417-836-4192 or 417-836-6792 (TTY), www.missouristate.edu/disability. Students are required to provide documentation of disability to the Disability Resource Center prior to receiving accommodations. The Disability Resource Center refers some types of accommodation requests to the Learning Diagnostic Clinic, which also provides diagnostic testing for learning and psychological disabilities. For information about testing, contact the Director of the Learning Diagnostic Clinic, 417-836-4787, <http://psychology.missouristate.edu/ldc>.

2

HOSPITALITY AND RESTAURANT ADMINISTRATION
MISSOURI STATE UNIVERSITY

Statement on cell phone policy

As a member of the learning community, each student has a responsibility to other students who are members of the community. When cell phones or pagers ring and students respond in class or leave class to respond, it disrupts the class. Therefore, the Office of the Provost prohibits the use by students of cell phones, pagers, PDAs, or similar communication devices during scheduled classes. All such devices must be turned off or put in a silent (vibrate) mode and ordinarily should not be taken out during class. Given the fact that these same communication devices are an integral part of the University's emergency notification system, an exception to this policy would occur when numerous devices activate simultaneously. When this occurs, students may consult their devices to determine if a university emergency exists. If that is not the case, the devices should be immediately returned to silent mode and put away. Other exceptions to this policy may be granted at the discretion of the instructor.

Academic Integrity:

Missouri State University is a community of scholars committed to developing educated persons who accept the responsibility to practice personal and academic integrity. You are responsible for knowing and following the university's student honor code, Student Academic Integrity Policies and Procedures and also available at the Reserves Desk in Meyer Library. Any student participating in any form of academic dishonesty will be subject to sanctions as described in this policy.

Dropping a Class:

It is your responsibility to understand the University's procedure for dropping a class. If you stop attending this class but do not follow proper procedure for dropping the class, you will receive a failing grade and will also be financially obligated to pay for the class. For information about dropping a class or withdrawing from the university, contact the Office of the Registrar at 836-5520.

Grading Policy

Students are responsible for all reading assignments, handouts, and lecture materials. Students who miss any class are expected to make arrangements with fellow students for lecture material. No student will be excused from class assignments during the scheduled times *without prior permission of the instructor*. **A missed assignment will be counted as zero.**

1	Exam 1	200 points
2	Exam 2	200 points
3	Final Exam	200 points
4	1 Simulation and hotel & restaurant games	100 points
5	Assignments and problems	100 points
6	Attendance and participation	100 points
7	Final Project: <i>Project Analysis Report</i>	100 points
	TOTAL	1000 Points

2

*HOSPITALITY AND RESTAURANT ADMINISTRATION
MISSOURI STATE UNIVERSITY*

Grading Scale

A	940 - 1000
A-	900 - 939
B+	870 - 899
B	840 - 869
B-	800 - 839
C+	770 - 799
C	740 - 769
C-	700 - 739
D+	670 - 699
D	640 - 669
D-	600 - 639
F	Below 600

Under Family Educational Rights and Privacy Act (FERPA), students' grades cannot be discussed via email or over the phone.

Extra Credit Project

Contact the professor.

Assignments

Students will be given some problems related to the discussed topic to answer during the session. Students may collaborate to answer the problems and will submit their answer individually to the instructor. In addition, the instructor will assign students some problems for each discussed chapter as homework assignments and those assignments must be submitted individually by the assigned dates. All assignments are due at class time and late assignments will NOT be accepted. No Exceptions!

Tests:

There will be a total of 3 tests (**Test 1, Test 2, Final test**). Each missed test will be the consequence to grade your performance based on 5% less than the total. For example if you miss test 1, your final grade will be based on 95%. In addition of receiving Zero (0) in that test.

Attendance Policy

Attendance for this class is mandatory and students are required to attend all sessions throughout the semester. A student can miss up to (1) one class without losing any participation points. It is advised that students use this time wisely (e.g. sick, job interviews, emergencies, etc...). Keep in consideration that make-up exams and late homework assignments will not be allowed for reasons other than medical emergency. Beyond this 1 time, each additional missing will result in a deduction of 10 points from the participation score. If a student misses 3 classes beyond the one permitted absence then he/she will be assigned F grade. If a student misses a class owing to medical problems, a copy of proof needs to be submitted to the instructor within 3 business days

2

*HOSPITALITY AND RESTAURANT ADMINISTRATION
MISSOURI STATE UNIVERSITY*

of missed class. Leaving the class in the middle without the instructor's permission or coming late for class can be counted as absence. Students are not allowed to take exams if they are 10 minutes late.

Participation

Students are expected to actively participate in class discussions and behave professionally in the classroom. For professional behavior, students are expected to follow the **Professional Student Conduct**. Based on previous experience and students' feedback, **no computers and/or cell phones** can be used during class unless during simulation's time.

Students not heeding these rules will be asked to leave the classroom immediately so as to not disrupt the learning environment. Students who habitually disturb the class by talking, arriving late, leaving early, or text messaging, and have been warned may suffer a reduction in their final grade.

Dishonesty Policy

Students are expected to observe The Academic Rule (The MSU Student Handbook) at all times. Cheating on examinations and/or the assignments will not be tolerated. Anyone found cheating on an exam and/or assignments will receive zero point on that task. An individual found cheating twice in the course automatically fails the course for the semester. Copying or reworking previous students' projects is also interpreted as cheating.

Recruiters' Fair

You know the drill by now. All HRA majors are required to attend the HRA Recruiters' Fair on March 4-5th. The company presentations typically run from 9 a.m. to 1 p.m. on the 15th with company booths open from 1:30 p.m. to 3 p.m. Interviews are held on the following day. You are required to participate in the presentations (attend two) and the booth displays. Your attendance and participation will be recorded at the entry to the presentation rooms and the recruiters' booth displays. Requests for an exception to this policy must be submitted in writing and approved by your professor/department head. Documentation from you will be required. It is the student's responsibility to comply with this policy. Failure to attend and participate in the HRA Recruiter's Fair March 4-5th **or no-show an interview will have their total points earned for this class reduced by 10% for their final grade calculation.**

2

HOSPITALITY AND RESTAURANT ADMINISTRATION
MISSOURI STATE UNIVERSITY

Course Calendar Spring 2016 (16 weeks)

Week	Topic	To do before Class	Class Activity
1	Welcome Course Overview	No homework is due	Introduction and Simulation Intro
2	Chapter 1: Introduction to Revenue Management.	Read Ch1	Case 1
3	Simulation Orlando Market		Lab meeting
4	Chapter 2: Strategic Pricing & Chapter 3: Value.	Read Ch 2 & 3	Excel Homework 1
5	Chapter 4: Differential Pricing.	Read Ch4	Excel Homework 2
6	Test 1	Ch 1,2,3,4	Face to Face test
7	Simulation Orlando Market		Lab meeting
8	Chapter 5: The Revenue Manager's Role & Chapter 6: Forecasting Demand	Read Ch5 & 6	Case 2 Excel Homework 3
9	Chapter 7: Inventory and Price Management.	Read Ch7	
10	Chapter 8: Distribution Channel Management.	Read Ch8	Excel Homework 4
11	Test 2 Simulation Orlando Market	Ch 5,6,7,8	Face to Face test Results are due
13	Chapter 9: Evaluation of Revenue Management Efforts in Lodging.	Read Ch9	Excel Homework 5
16	Chapter 10: Revenue Management for Food and Beverage Services.	Read Ch10	Case 4
12	Chapter 11: Evaluation of Revenue Management Efforts in Food and Beverage Services.	Read Ch11	Excel Homework 6
13	Chapter 12: Specialized Applications of Revenue Management.	Read Ch12	Case 5
14	Final Test Review		Face to Face
15	Final Project Due		Last week to submit projects
16	Final Exam	Meet in class	Final Exam

2

*HOSPITALITY AND RESTAURANT ADMINISTRATION
MISSOURI STATE UNIVERSITY*

Communications:

BlackBoard

This course will employ BlackBoard for announcements, notes, etc. PowerPoints and quizzes on the "lecture" will be available 48 hours before class. **I will not reset any quizzes!!!!** Please do not even ask. Make sure your Internet connection is reliable in advance.

We will correspond only through your **MSU email account** – not yahoo, aol, gmail, hotmail, etc. You must check your MSU email at least once per day – not just for this class, but for your survival and success at MSU!

Disclaimer:

The syllabus may be changed at any time during the semester at the discretion of the professor. Changes will be announced in advance, if possible.

Please Note:

- **Make-up exams and late homework assignments will not be allowed for reasons other than medical emergency.**
- Read all assigned material prior to class.
- It is the responsibility of the class participant to secure any class material missed.
- All cell phones, beepers, alarm systems, iPods, CD players and similar devices are to be turned **OFF** while class in session.
- **No food is allowed in the classroom.**

.....
Agreement

I have read the syllabus for **HRA 370 Hospitality Industry Revenue Management** and understood its course objectives, topics, which will be covered, projects and reading activities that will be undertaken, teaching and learning methods, tests, projects, and exams that will be given during this semester. I will undertake all required reading exercises, take exams, read case studies, and submit my projects on time. I hereby agree with the ground rules stated in this syllabus.

Student Name:

Signature:

Date:



**Missouri
State.**

3

Missouri State University Curricular Proposal Course Change or Deletion

Department Hospitality and Restaurant Administration

Date March 20, 2015

Check one: This is a change to an existing COURSE
 an existing REGULAR (i.e. permanent) SECTION of a variable content course

Present Course Code and Number HRA 410 Course Title Hospitality Marketing and Revenue Management

Revised Catalog Description (Copy/paste present description from online catalog, strikethrough all deletions, and insert/bold new information.)

~~HRA 410 Hospitality Marketing and Revenue Management~~

Prerequisite: HRA 310 or concurrent enrollment; and MKT 150 or MKT 350.

The course is designed to provide students with theory and knowledge which will enable them to develop and interpret strategic marketing plans for hospitality enterprises properties.

Credit hours:3

Lecture contact hours:3

Lab contact hours:0

Typically offered: Fall, Spring

Complete New Catalog Information

HRA 410 Hospitality Marketing

Prerequisite: HRA 310 or concurrent enrollment; and MKT 150 or MKT 350.

The course is designed to provide students with theory and knowledge which will enable them to develop and interpret strategic marketing plans for hospitality enterprises properties.

Credit hours:3

Lecture contact hours:3

Lab contact hours:0

Typically offered: Fall, Spring

What is changing? Check all boxes that apply.

- Course Deletion Course Code Course Number Title Prerequisite
- Credit Hours/Contact Hours Periodicity Description

Reason for Proposed Change or Deletion

Revenue Management was a component of the HRA 410 Hospitality Marketing; however, it was determined that students needed more in-depth analysis of the subject.

How Did You Determine the Need For This Change or Deletion?

Revenue management in the hospitality industry is increasing in its importance and sophistication as organizations continually seek to optimize inventory, maximize revenues, and increase profits.

Check if this is a non-substantive change. Distribution for non-substantive changes of 100- through 500-level courses: two originally-signed copies to Faculty Senate; 600- through 900-level courses: three originally-signed copies to Graduate Council. Graduate Council will give two copies to Faculty Senate after approval.

Substantive Change: Department routes according to ART VI, SEC 3B(1-4) of Bylaws of the Faculty. Forward three originally signed forms to one of the following (please check all that apply and send to first council/committee marked). If proposal needs to go through more than one council/committee, forward one additional form for each additional council/committee marked. See Senate Action 11-93/94 for definitions of substantive/non-substantive changes.

College Council

(All substantive course changes numbered 100-599 must go through College Council first. After approval, College Council will forward appropriate number of copies to the next committee/council or directly to the Faculty Senate if no further committee approval is needed. The last level of committee/council will forward two originally signed copies to the Faculty Senate.)

Professional Education Committee

(Considers all substantive course changes for Professional Education courses and Teaching Methods courses.)

Committee on General Education and Intercollegiate Programs

(Considers all substantive course changes for General Education and Intercollegiate Program proposals.)

Graduate Council

(Considers all 600-900 level course changes.)

Signature

Stephanie Hill
Department Head

Date

3/23/2015