UNIVERSITY OF
FLORIDA
DEPARTMENT OF TOURISM, HOSPITALITY AND EVENT MANAGEMENT
HMG 6466 – Revenue Management in Hospitality Business

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Office Hours	Monday and Wednesday 12-1 pm
Class	Monday and Wednesday 4:05 – 6 pm
	David Stuzin Hall 0103
Department Chair	Rachel Fu, Ph.D., CHE

REQUIRED TEXT: Hayes, D.K., & Miller, A.A. (2011). Revenue Management for the Hospitality Industry. Hoboken, NJ: John Wiley & Sons, Inc. (ISBN 978-0-470-39308-6)

RQUIRED SOFTWARE: Hotel Management Training Simulation Software from Knowledge Matters at $39.96 on Canvas. Each student must purchase a student license for hotel management simulation exercises. The first time you open a Knowledge Matters assignment, you will be directed to the company site where you will register and pay for the software.

Course Description: This course is designed to provide conceptual and practical knowledge regarding hospitality revenue management. Specifically, our focus will be on the lodging industry and restaurant industry and we will examine the tools and techniques hospitality professionals employ to optimize their revenue generation.

Course Objectives: By the end of this course, students will be able to:

- Learn about each phase of the revenue management and how they work together to produce effective revenue management outcomes.
- Apply differential pricing concepts to the field of hospitality.
- Develop and apply revenue management strategies based on data-driven forecasts and evaluation of previous efforts.
- Learn how actual tasks performed by hotel department managers effect a hotel's revenue generation.
- Generate and analyze data based on foundational hospitality metrics.
- Conduct ongoing competitive set, pricing, marketing, distribution channel and product mix analysis to inform strategy and tactics.

COURSE FORMAT

Course content will be taught through lectures, reading assignments, case studies, class discussions, and simulated field work through the a hotel management simulation exercise where students will manage various departments of a lodging operation.

- Students are responsible for all reading assignments prior to class.
- All students are expected to participate in class discussions.
- You are expected to demonstrate respect to peers and the instructor during all class activities. Any disruption might lead to an incomplete grade or classroom dismissal. The professor reserves the right to enforce this policy.
- Students are responsible for checking class website on canvas regularly for the class schedule and assignments. All assignments should be submitted via canvas unless otherwise noted.

HOTEL MANAGEMENT SIMULATION EXERCISE

This course includes the application of a hotel management simulation game. This simulation course includes 6 chapters of immersive learning environment on various hotel departments. Each chapter has a learning phase in which students will be instructed on the procedures and problems the departments encounter, a challenge phase in which the students will demonstrate what they have learned about managing the hotel department and a quiz for each chapter. The quiz can be repeated one time and the highest score will be allocated to the student.

DESCRIPTION of the HOTEL MANAGEMENT SIMULATION GAME (KNOWLEDGEMATTERS.COM)

Students will be using Case Simulations from Knowledge Matter - online-based, visually immersive digital simulations that will teach you many of the core concepts of lodging management. When you run your virtual hotel via Case Simulations, you will be in charge of many of the tasks faced by hotel managers every day – front office, room pricing strategies, group sales, revenue management, and much more.

Within each module you will be responsible for reviewing a short chapter reading on each topic and then taking a 20-question multiple choice quiz.

After the quiz, you will dive into the Simulations. The first step is the Case Briefing where you will get an overview of the situation you will experience. The Learning Phase will walk you, step-by-step through a simplified simulation. You will have action call outs to complete and then answer multiple choice questions based on the results you see. This is where you will get comfortable using the simulations and develop some fundamentals and strategies that will carry over to the Challenge Phase.

METHODS OF EVALUATION
The grade in this course will be computed as follows:

Assignment	Points per module	Number of Modules	Total points
Knowledge Matters Simulation (each simulation exercise consists of 3 parts)			
a. **Concept quiz**	**15**	**6**	**90**
b. **Learning phase**	**15**	**6**	**90**
c. **Challenge phase**	**20**	**6**	**120**
Canvas Assignments	**10**	**5**	**50**
Attendance			**50**
Exams	**100**	**2**	**200**
Total			**600**

Grading Scale

The following grading scale will be used to determine end-of-semester grades.

Grade	% (Grade Point)	Grade	% (Grade Point)
A	93 - 100 (4.0)	C	73 – 76.99 (2.0)
A-	90 - 92.99 (3.67)	C-	70 – 72.99 (1.67)
B+	87 – 89.99 (3.33)	D+	67 – 69.99 (1.33)
B	83 – 86.99 (3.0)	D	63 – 66.99 (1.0)
B-	80 – 82.99 (2.67)	D-	60 – 62.99 (0.67)
C+	77 – 79.99 (2.33)	E	Below 59.99 (0)

Grade Appeal Policy

• You have up to three (3) days after a grade has been posted to contact me regarding any issues or concerns, after which the grade is final. Grades are based on a point scale and will not be rounded.

Honor Code Policy

• All students are expected to uphold the Honor Code: "*We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.*"

• "The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge are diminished by cheating, plagiarism and other acts of academic dishonesty."

• The following pledge will be either required or implied on all work: "On my honor, I have neither given nor received unauthorized aid in doing this assignment"

• It is the duty of the student to abide by all rules set forth in the UF Undergraduate Catalog. Students are responsible for reporting any circumstances, which may facilitate academic dishonesty.

University Policy on Academic Misconduct

• Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/

University Policy on Accommodating Students with Disabilities

• Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. Students must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive; therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations. https://disability.ufl.edu/

UF Writing Studio

• The UF Writing Studio is a campus resource available for students wanting to become better writers. Students have the opportunity to work one-on-one with a consultant on issues specific to their own particular development. To get more information or schedule and appointment visit: http://writing.ufl.edu/writing-studio/

Counseling and Wellness Center

• Phone 352-392-1575, website http://www.counseling.ufl.edu/cwc/Default.aspx; and the University Police Department: 392-1111 or 9-1-1 for emergencies. https://counseling.ufl.edu/

U Matter, We Care

• The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu. A nighttime and weekend crisis counselor is available by phone at 352-392-1575.

Teaching Evaluations

• Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/ .

Getting Help

• If you are having difficulties with the course material, please email the Professor and/or visit the Health and Human Performance Subject Guide at the UF Library. https://guides.uflib.ufl.edu/HealthHumanPerformance

• The University of Florida recognizes that pursuit of an online degree requires just as much student support as pursuit of a traditional on-campus degree and therefore, each online program is responsible for providing the same student support services to both students who are in residence on the main campus and those who are seeking an online degree through distance learning.

• *Dean of Students Office* - Do you need help resolving a conflict or would like access to the student code of conduct? Advise the Professor of your needs and register with the Dean of Students Office. The Dean of Students Office will provide documentation to you, which you then give to the instructor when requesting accommodation.

• *Counseling and Wellness Center* Would you like to speak to a counselor about a problem that you are having? Please visit our counseling and wellness center.

• *Online Computing Help Desk e-Learning Support Services* - The UF Computing Help Desk is available to assist students when they are having technical issues.

• *Online Library Help Desk* The help desk is available to assist students with access to all UF Libraries resources.