Eastern Illinois University
New Course Proposal
FCS 2740, Lodging Operations

1. Catalog Description
   a. Course Number: FCS 2740
   b. Title: Lodging Operations
   c. Meeting times and credit: 3-0-3
   d. Terms to be offered: Fall and Spring
   e. Short title: Lodging Ops
   f. Course Description: Examines hotel and resort rooms division management and operating procedures, including front desk and housekeeping operations and guest relations.
   g. Prerequisite: FCS 2700 (The Hospitality Industry)
   h. Initial Term: Spring 2006

2. Student Learning Objectives and Evaluation
   a. Objectives. Course objectives are listed below with corresponding examples of assessment methods.
      Upon completion of the course the students will:
      - Describe the organization structure of various lodging properties; (exam)
      - Describe methods for the front office to establish and maintain effective communications with other departments to ensure guest satisfaction; (exam, case study)
      - Explain the functions of a property management system; (exam)
      - Describe the guest cycle, from reservations to checkout; (exam)
      - Define yield management and describe how lodging properties implement it; (exam, case study)
      - Perform a night audit; (exam, night audit project)
      - Describe the role of an executive housekeeper; (exam)
      - Identify the steps involved in guest room cleaning; (exam)
      - Identify techniques that executive housekeepers employ to recruit and motivate the housekeeping staff; (exam, case study)
      - Develop a maintenance calendar. (maintenance calendar)

   b. Assessment

      Student achievement of the stated objectives will be assessed based on the following activities:
      - Exams 70%
      - Case Studies 10%
      - Night Audit Project 10%
      - Maintenance calendar 10%

   c. This course is not technology delivered.

   d. This course is not offered for graduate credit.

   e. This course is writing active.

3. Outline of Course
   I. The lodging industry overview 2 weeks
      A. History
      B. Links to tourism industry
      C. Size and scope
D. Current trends and issues
E. Career paths
F. Franchising and management contracts

II. Hotel organization
   A. Full service and limited service properties
   B. Typical departments and functions
      1. Front office
      2. Reservations
      3. Housekeeping
      4. Security
      5. Maintenance/Physical plant
      6. Food and beverage
      7. Sales
   C. Inter-departmental communication methods
   D. Revenue centers and cost centers

III. The front office
    A. Structure and positions
       1. Front desk manager
       2. Desk clerks
       3. Reservations
       4. Cashiers
       5. Concierge
    B. Physical design, layout, and equipment
    C. Scheduling shifts

IV. Property management systems (PMS)
    A. PMS applications
    B. Selecting a PMS
    C. Cost: buy, lease, and maintenance agreements

V. The guest cycle/accounting for guests
    A. Reservations
    B. Registration
    C. Accounting
    D. Checkout
    E. Night audit
    F. Guest history

VI. The night audit
    A. Purpose and need of the night audit
    B. Night audit process
    C. Preparing a night audit report
    D. Flash/Exception reports
    E. Daily reports

VII. Guest service and hospitality
    A. Hospitality traits
    B. Motivation and employee turnover
    C. Hiring and training for hospitality

VIII. Housekeeping department
    A. Organizational structure
    B. Executive housekeeper role and responsibilities
    C. Staffing and scheduling
IX. Housekeeping operations
   A. Standards
      1. Guest rooms
      2. Public areas
      3. Laundry
   B. Assigning rooms/Scheduling
   C. Safety/Sanitation issues
   D. Inspections
   E. Work teams
   F. Scheduling cleaning activities
      1. Daily, monthly, annual
      2. Developing a calendar

X. Controlling costs/Maximizing revenues
   A. Minimizing theft
   B. Selecting guest supplies and amenities
   C. In room sales/services
   D. Inventory control
   E. Contracted services decisions

XI. Safety and security
   A. Accident prevention
   B. Safety teams and plans
   C. Guest safety
   D. Fire prevention
   E. Complying with OSHA

b. Not applicable; this course is not technology delivered.

4. Rationale
   a. Purpose and need: This course serves as an introduction to the lodging segment in the hospitality industry and fills a major void as no such course exists in the current curriculum. ACPHA, the accrediting body for hospitality programs, lists course work in lodging management and operations as a curriculum standard.

   b. Justification for course level and prerequisites. The course provides a basic understanding of management issues and operational practices in the lodging industry. FCS 2700, the foundation course for the program, is the only prerequisite.

   c. Similarity to existing courses: No similar course exists. More advanced lodging issues are covered in FCS 4345, Hospitality Administration.

   d. Impact on Programs: This course is a requirement for the Hospitality Management Concentration in the FCS in Business Option Program.

5. Implementation
   a. Faculty members to whom this course may be assigned: Dr. Richard Wilkinson.

   b. No additional cost is associated with this course.

   c. Text and Supplementary Materials:

6. **Community College Transfer**: A community college course may be judged equivalent to this course.

7. Date approved by the SFCS Curriculum Committee: November 8, 2004

8. Date approved by the LCBAS Curriculum Committee: December 15, 2004

9. Date approved by the Council of Academic Affairs: January 20, 2005