

UNIVERSITY OF SOUTH FLORIDA SARASOTA-MANATEE

HFT 3423, Section 001, 3 Credit Hours  
Hospitality Information Systems  
Spring 2016, Online

**Instructor:** Katerina Berezina, Ph.D., CHTP, CRME  
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HFT 3423 in the subject line of the email)

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**PREREQUISITES:** HFT 3003.

**TEXT AND MATERIALS:**

A. Texts:

Collins, G. Cobanoglu, C., & Bilgihan, A. (2013). Hospitality Information Technology Learning How to use it. Kendall/Hunt Publishing Company (7th edition) ISBN: 9781465224071

B. Materials:

innRoad Web-based property management system subscription

In order to open an innRoad account, please, visit [www.innRoadUniversity.com](http://www.innRoadUniversity.com). One semester subscription is \$14.99 per student.

**COURSE DESCRIPTION:** Information and communication technologies have emerged as key platforms to facilitate operations, commerce and communication on a global basis. In the hospitality and tourism industry, the importance of information technology systems has increased tremendously in the past few years – and this trend will certainly continue. The integration of technology systems into the operation, marketing and management efforts of hospitality and tourism organizations is an important key to success. This integration requires that technology and the overall organizational mission/goals are coordinated to achieve the desired effectiveness. This course is designed to cover topics related to information system applications in the hospitality industry.

**COURSE TOPICS:**

The course will cover the following content areas:

1. Computer Hardware and Software, Computer Networks
2. Managing Information Systems
3. Hotel Property Management Systems (PMS)
4. Hotel In-Room Technologies
5. Restaurant Management Systems
6. Business Intelligence in the Hospitality Industry
7. Information Systems Selection and Implementation

**COURSE OBJECTIVES:**

This course is designed to provide students with an applied understanding of the information systems and technologies used in the hospitality industry. This course is a survey of computer applications, issues, and trends in the hospital industry. The objectives of the course are as following:

1. Address different networking options in the hospitality industry.
2. Develop an understanding of hospitality technology applications and their importance in supporting hospitality operations.
3. Provide opportunities for hands-on experience on generic and industry specific applications.

**BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT MISSION STATEMENT:** The Bachelor of Science in Hospitality Management in the College of Hospitality and Technology Leadership at the University of South Florida Sarasota-Manatee prepares graduates for global leadership positions in the hospitality industry through foundational knowledge of hospitality operations and experiences that develop critical thinkers who promote diversity, ethical responsibility, lifelong learning, and community engagement.

**BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT PROGRAM LEARNING OUTCOMES (PLOs):**

1. Identify and apply business concepts and skills relevant to the operational areas of hospitality management.
2. Describe and apply the fundamental principles of leadership and model the behavior of effective leaders.
3. Demonstrate effective communication skills.
4. Analyze information and make decisions using critical thinking and problem solving skills.
5. Evaluate diversity and ethical considerations relevant to the hospitality industry.

**COURSE STUDENT LEARNING OUTCOMES:**

Upon completion of this course, students will be able to:

1. Define key terminology, concepts, and trends associated with hospitality information systems and technology. (Aligns with PLO's 1 & 3)
2. Identify the major information systems used by the hospitality industry, their roles, and important managerial issues associated with them. (Aligns with PLO's 1 & 3)
3. Understand the impact of technology on hospitality information processing and as a strategic enabler. (Aligns with PLO's 1, 2, 3 & 4)
4. Describe the operational capabilities, functions, features, and architectures of a computer-based information system within a hospitality environment (e.g., Property management systems, restaurant management systems, revenue management, business intelligence, and distribution systems). (Aligns with PLO's 1 & 3)
5. Successfully use generic applications to organize, process, analyze, and present data. (Aligns with PLO's 1, 2 & 3)
6. Successfully use a cloud-based property management system to handle reservation and guest folio inquiries. (Aligns with PLO's 1 & 2)
7. Describe common Internet and social media applications used in hospitality environments. (Aligns with PLO's 1 & 3)
8. Assess the impact of industry-specific technologies on operational performance. (Aligns with PLO's 1, 3 & 4)
9. Identify the steps and considerations in selecting and implementing hospitality information systems. (Aligns with PLO's 1, 3 & 4)
10. Evaluate and measure the effectiveness and results of information systems and technology used in hospitality settings. (Aligns with PLO's 1, 3 & 4)
11. Recognize key drivers of hospitality technology and innovation. (Aligns with PLO's 1, 2 & 3)  
Analyze current technology issues, and evaluate how these issues may impact the industry. (Aligns with PLO's 1 & 3)

**COURSE FORMAT:**

The course will be delivered in an online format. All class materials will be posted on Canvas website. Students are responsible for all reading assignments and lecture materials. On Canvas website, please, work through the Modules. All lecture materials and assignments for a given week are posted under a respective module. All modules are numbered, include the topic of the week, and the starting date of the module. All assignments for the week are due on a Sunday of a given week by 11:59 pm.

**CANVAS USE:**

The class syllabus is posted in Canvas, an online course management system. In this class Canvas will be used for course announcements, grading, assignment information, and some assessments.

Information on how to use Canvas is available at: <http://usfsm.edu/elearning>

Canvas is accessible via the [myUSF online web portal](#), or directly at <http://learn.usf.edu>.

**COMPUTER LAPTOP USE**

USFSM requires all students to have laptops that can be used to access the class content.

**GRADING, EVALUATION AND ATTENDANCE POLICIES:**

Students must complete all major components as described in the course syllabus/schedule (examples: assignments, exams, presentations, etc.) in order to pass the course.

The grade in this course will be computed as follows:

a. Introduction	(1 X 10 points)	10
b. Hot Topics	(1 X 30 points)	30
c. Discovery Learning Exercises	(6 X 20 points)	120

d. Case studies	(2 X 40 points)	80
e. innRoad Assignments	(4 X 20 points)	80
f. M3Link Assignment	(1 X 30 points)	30
g. Term Project		
• Presentation	(1 X 50 points)	50
• Progress Report	(1 X 20 points)	20
• Paper	(1 X 100 points)	100
h. Exams	(3 X 100 points)	300
Total		820

The final grade in this course will be calculated based on the percentage of points earned out of the total possible points (820). Students are reminded of the university regulations regarding the allocation of grades. A student's overall performance in this subject shall be graded as follows:

Letter Grade	Percentage Range	Verbal Evaluation
97 - 100%	A+	Outstanding
94 - 96%	A	Excellent
90 - 93%	A-	
87 - 89%	B+	
84 - 86%	B	Good
80 - 83%	B-	
77 - 79%	C+	
74 - 76%	C	Satisfactory
70 - 73%	C-	
67 - 69%	D+	
64 - 66%	D	Marginal
60 - 63%	D-	
59 or below	F	Failure

Grades are earned, not awarded. They are a means to an end, not an end unto themselves. Hence, you should focus on learning more, not on grades. To earn an A is not difficult, but it requires that you consistently perform at peak levels. An A means more than just a grade or a test result. It symbolizes your endurance, consistence, and seriousness on learning. In the end, it is really up to you. You are in control of your grades, not the professor. A college student needs to be responsible for the result of their learning behavior and class performance. Grades will be posted to the Canvas website. It is the student's responsibility to check the grade online, or during office hours.

### ASSIGNMENTS

Students must complete all assignments and the group project by the required submission due dates. A student may make up a missed assignment only by presenting a written documented excuse (medical, legal, etc.) In the case of a family emergency, the instructor reserves the right, in her sole discretion, to refuse to grant any make-up assignment. If an assignment or any of the requirements is not completed, the student will receive a zero for that portion of the course grade. Active participation/discussion in class is very important as part of your performance evaluation for the class.

#### Hot Topic Assignment (30 points)

Each student will be responsible to present one hot topic on hospitality information technology trend via a Discussion board. To complete this assignment, students will be required to read one article (not news) related to the course content. The article must be related to hospitality information technology. This assignment consists of two parts: article critique and comment on the post of others.

##### 1. Article Critique (20 points)

Post a summary and reflection of the article on Canvas. Summary should be about 200 words and reflection should be 200 words. Please include the following in your summary:

- the article title,
- author (if applicable),
- journal where you found it, and
- the URL (website address).

In your reflection please try to answer the following questions:

- What is your take-away from the article?
- Do you think those ideas are beneficial/detrimental for the industry?
- Do you think the proposed idea(s) would work?
- Would you do something differently? If so, what?
- What are the implications for the future of the industry?

All students will be randomly assigned to different weeks to post the hot topics articles throughout the semester. Please check your due date for the hotel topic posting on the Canvas website.

## 2. Comment (10 points)

In addition to posting your article critique you will also need to comment on the posts of your two peers. You may choose two posts that are most interesting to you to provide your comments. Every comment should be about 100 words. You may provide your comments at any point throughout the semester before the last day of classes (April 27, 2016).

Potential sources to use:

1. Hospitality Technology Magazine ([www.htmagazine.com](http://www.htmagazine.com))
2. Hospitality Upgrade ([www.hospitalityupgrade.com](http://www.hospitalityupgrade.com))
3. Hotel Sales and Marketing Association International (HSMIAI) Knowledge Center (<http://www.hsmia.org>)
4. and other hospitality related magazines

## Discovery Learning Exercises (120 points)

Most Discovery Learning Exercises (DLE) are hands-on assignments. The DLEs present students with a real-life problem to be solved. There will be five (5) DLEs throughout the semester.

## Case Studies (80 points)

Students will apply their knowledge acquired throughout the course to solve two case studies. Case studies are posted under the appropriate modules when they are due.

## innRoad Assignments (80 points)

innRoad is a web-based property management system for students in Hospitality and Tourism schools. Students will be given an access to the full working innRoad system for 5 months (One semester subscription is \$14.99 per student). In order to subscribe, please, go to the web site [www.innRoadUniversity.com](http://www.innRoadUniversity.com) and click on the Buy button. Please note that it will take some time to issue your log in and password. In order to ensure a timely access students are required to subscribe to innRoad by January 31, 2016. Please let the instructor know if you have any difficulties with innRoad subscription. There will be four innRoad assignments, they will be posted on Canvas web site.

## M3 Link Assignment (30 points)

M3 Link is a real-life web-based business intelligence system that is made available for hospitality and tourism students by the M3 Company. Students will receive an access to a database with information for 13 different hotels. All M3Link Assignments will be available via Canvas website.

## TERM PROJECT

### Presentation / Discussion and Term Paper

(presentation – 50 points, progress report – 20 points, term paper – 100 points)

All students will be split into groups in order to complete the term project. More specific guidelines for the technology project will be available via Canvas website. The project should be prepared in accordance to the APA style in writing and citation. More specific guidelines for the term paper will be available via Canvas website.

## **EXAMS (300 points)**

Students will take three exams throughout the semester. Every exam will cover several chapters. These exams may consist of, but are not limited to, the following: multiple choice, true/false, short answer, fill-in the blank, matching, and essay questions. All exams will be taken online on the Canvas website. Midterm exams will be administered on Thursday and Friday of the weeks when the exam is scheduled. The final exam will be administered on May 1, 2016. The distribution of early final exams will not be permitted. No exceptions will be made.

No student will be permitted to make up the exam as a result of an unexcused absence. Should an unusual circumstance arise where a student must miss the scheduled exam, a one-time appointment will be arranged for the student to make up the exam. The above mentioned is non-negotiable. It is intended to reward the dedicated and responsible students.

## **Online Proctoring of the Exams**

Online exams within this course may require online proctoring. Therefore, students will be required to have a webcam (USB or internal) with a microphone when taking an exam or quiz. Students understand that this remote recording device is purchased and controlled by the student and that recordings from any private residence must be done with the permission of any person residing in the residence. To avoid any concerns in this regard, students should select private spaces for the testing. The University library and other academic sites at the University offer secure private settings for recordings and students with concerns may discuss location of an appropriate space for the recordings with their instructor or advisor. Students must ensure that any recordings do not invade any third party privacy rights and accept all responsibility and liability for violations of any third party privacy concerns. Setup information will be provided prior to taking the proctored exam. For additional information about online proctoring you can visit the [online proctoring student FAQ](#). All students must review the syllabus and the requirements including the online terms and video testing requirements to determine if they wish to remain in the course. Enrollment in the course is an agreement to abide by and accept all terms. Any student may elect to drop or withdraw from this course before the end of the drop/add period.

## **COURSE SCHEDULE**

Please see the detailed course schedule at the end of this syllabus. Please check Canvas for the course schedule and assignments. The course schedule is tentative and subject to change. Changes will be posted on Canvas.

## **LATE ASSIGNMENTS**

Late assignments are accepted with a 10% grade penalty for every day the assignment is late. This means, if you are late up to one day (24 hours) after the deadline has passed, I will subtract 10% of the total possible points from the grade that you earn on your submission. This also means that your maximum grade in this case is 90%.

The assignments are not accepted after they are one (1) week overdue. Late assignments are not accepted after the last day of class.

## **WORKING WITH TECHNOLOGY**

Please note that in this class, we will utilize technology. Therefore, it is very important for you to know that you cannot rely on technology every time. To prevent any problems, always do your assignments and take your submissions **well before they are due**. *If you leave it to the last minute, problems will arise such as internet connection going down, website not working, etc.*

In addition, the instructor will use the class email list regularly to communicate with you outside of class. Therefore, it is critical for you to check your USF Email Account.

## **EMAIL ETIQUETTE**

- You are expected to communicate in a professional manner. Email communication should be courteous and respectful in manner and tone. Do not send emails that are casual or demanding.
- Please include the course number (HFT 3423) in the subject line of the email.
- Please use a proper greeting in your email, e.g. Dear Dr. Berezina.
- Please do not expect an immediate response via email (typical response time will be within two business days). If your email question is sent at the last minute (e.g. shortly before an assignment is due) it may not be possible to send you a response before the due time.
- For emails with questions about class content, please consider use of Canvas discussion boards or indicate if you would not be willing to have the question and answer posted to the discussion board – it is often helpful for the class to see the answers to questions that commonly arise.

## USFSM AND USF SYSTEM POLICIES

Policies are available in the [USFSM Catalog](#) and at [regulationspolicies.usf.edu](http://regulationspolicies.usf.edu)

- A. **Academic Dishonesty:** The University considers any form of plagiarism or cheating on exams, projects, or papers to be unacceptable behavior. Please review the [USF System Regulation USF3.027 Academic Integrity of Students](#) and the [USF System Regulation USF6.0021 Student Code of Conduct](#).
- B. **Academic Disruption:** The University does not tolerate behavior that disrupts the learning process. Please review [USF System Regulation USF3.025 Disruption of Academic Policy](#).
- C. **Contingency Plans:** In the event of an emergency, it may be necessary for USFSM to suspend normal operations. During this time, USFSM may opt to continue delivery of instruction through methods that include but are not limited to: Canvas, online conferencing/collaboration tools, email messaging, and/or an alternate schedule. It is the responsibility of the student to monitor Canvas for each of their classes for course specific communication, as well as the USFSM website, their student email account, and [MoBull](#) messages for important general information. The USF hotline at 1 (800) 992-4231 is updated with pre-recorded information during an emergency. See the [Campus Police Website](#) for further information.
- D. **Disabilities Accommodation:** Students are responsible for registering with the Office of Students with Disabilities Services (SDS) in order to receive academic accommodations. Reasonable notice must be given to the SDS office (typically 5 working days) for accommodations to be arranged. It is the responsibility of the student to provide each instructor with a copy of the official Memo of Accommodation. Contact Information: Disability Coordinator, 941-359-4714, [disabilityservices@sar.usf.edu](mailto:disabilityservices@sar.usf.edu), <http://usfsm.edu/disability-services/>
- E. **Fire Alarm Instructions:** At the beginning of each semester please note the emergency exit maps posted in each classroom. These signs are marked with the primary evacuation route (red) and secondary evacuation route (orange) in case the building needs to be evacuated. See [Emergency Evacuation Procedures](#).
- F. **Religious Observances:** USFSM recognizes the right of students and faculty to observe major religious holidays. Students who anticipate the necessity of being absent from class for a major religious observance must provide notice of the date(s) to the instructor, in writing, by the second week of classes. Instructors canceling class for a religious observance should have this stated in the syllabus with an appropriate alternative assignment.
- G. **Protection of Students Against Discrimination and Harassment:**
  - 1. **Sexual Misconduct/Sexual Harassment Reporting:** USFSM is committed to providing an environment free from sex discrimination, including sexual harassment and sexual violence ([USF System Policy 0-004](#)).
  - 2. **Other Types of Discrimination and Harassment:** USFSM also is committed to providing an environment free from discrimination and harassment based on race, color, marital status, sex, religion, national origin, disability, age, genetic information, sexual orientation, gender identity and expression, or veteran status ([USF System Policy 0-007](#)).

The Counseling and Wellness Center is a **confidential** resource where you can talk about incidents of discrimination and harassment, including sexual harassment, gender-based crimes, sexual assault, stalking, and domestic/relationship violence. This confidential resource can help you without having to report your situation to either the Office of Student Rights and Responsibilities (OSSR) or the Office of Diversity, Inclusion, and Equal Opportunity (DIEO), unless you request that they make a report.

Please be aware that in compliance with Title IX and under the USF System Policy, educators **must** report incidents of discrimination and harassment, including sexual harassment, gender-based crimes, sexual assault, stalking, and domestic/relationship violence. If a student discloses any of these situations in class, in papers, or to a faculty member personally, he or she is required to report

it to OSSR or DIEO for investigation. Students who are victims or who have knowledge of such discrimination or harassment are encouraged to report it to either OSSR or D I E O . The Deputy Coordinator for USFSM is Allison Dinsmore, Coordinator of Disability Services & Student Advocacy, 941-359-4714 or [adinsmore1@sar.usf.edu](mailto:adinsmore1@sar.usf.edu).

**Campus Resources:**

Counseling Center and Wellness Center 941-487-4254

Victim Advocate (24/7) 941-504-8599

**List of off-campus resources:**

HOPE Family Services: 941-755-6805

Safe Place & Rape Crisis Center (SPARCC) – Sarasota: 941-365-1976

First Call for Help- Manatee: 941-708-6488

Sarasota & North Port 941-366-5025

Manatee Glens: 941-782-4800; 24-hr Hotline 941-708-6059

- H. Web Portal Information:** Every newly enrolled USF student receives an official USF e-mail account. Students receive official USF correspondence and Canvas course information via that address. The web portal is accessed at <http://my.usf.edu>.

The following course schedule is subject to change. Please pay attention to updates on CANVAS.

Week	Start Date	Topic	Assignments Due Sunday by 11:59 pm
1	January 11, 2016	Student and Instructor introductions Syllabus review Information Systems & Technology	Chapter 1 Introduction
2	January 18, 2016	Software	Chapter 1 DLE 1 Word Assignment
3	January 25, 2016	Networks and System Security	Chapter 2 DLE 2 Excel Assignment innRoad subscription
4	February 1, 2016	Restaurant Management Systems	Chapter 3 Case Study: Credit Card Heist
5	February 8, 2016	<b>EXAM-1</b> The exam will be administered on Thursday 2/11 and Friday 2/12	Chapter 1, 2, 3
6	February 15, 2016	Lodging Technology Systems Introduction to innRoad	Chapter 4 innRoad Intermediate reservation innRoad Advanced reservation
7	February 22, 2016	Guest Centric Technologies	Chapter 6 innRoad Travel Agency reservation innRoad Report Evaluation
8	February 29, 2016	Guest Centric Technologies	Chapter 6 DLE 3 Guest-Facing Technologies
9	March 7, 2016	Robotic Technologies	DLE 4 Robotic Hotel Concept Evaluation Progress report
10	March 14, 2016	<b>SPRING BREAK!</b>	
11	March 21, 2016	<b>EXAM-2</b> The exam will be administered on Thursday 3/24 and Friday 3/25	Chapters 4, 6
12	March 28, 2016	The Internet and Social Media Technology trends	Chapter 7 DLE 5 Social Media
13	April 4, 2016	Data Mining & Business Intelligence Introduction to M3 Link	Chapter 9 DLE 6 Text Mining M3 Link Assignment
14	April 11, 2016	Selecting Hospitality Information Systems Case Study: Pacific Rim hotel	Chapter 11 Case Study: Pacific Rim Hotel
15	April 18, 2016	Developing your term papers and presentations Peer evaluation	
16	April 25, 2016	Final Project	Technology Project is due on April 27 <sup>th</sup> , 2016 by 11:59 pm
Exam Week	May 1, 2016	<b>EXAM-3</b> The exam will be administered on Sunday 5/1	Cumulative exam