

**RECEIVED**

MAY 20 2014

OFFICE OF THE  
SENATE COUNCIL**Course Information**

Date Submitted: 3/12/2013

Current Prefix and Number: HMT - Hospitality Management , HMT 350 HOSPITALITY MANAGERIAL ACCOUNTING

Other Course:

Proposed Prefix and Number:

What type of change is being proposed?

Major Change

Should this course be a UK Core Course? No

**1. General Information**

a. Submitted by the College of: College of Agriculture, Food and Environment

b. Department/Division: Dietetics and Human Nutrition

c. Is there a change in 'ownership' of the course? Yes

If YES, what college/department will offer the course instead: Retailing &amp; Tourism Management

e. Contact Person

Name: Dr. Tricia Day

Email: tricia.day@uky.edu

Phone: 7-6025

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

f. Requested Effective Date

Semester Following Approval: Yes OR Effective Semester:

**2. Designation and Description of Proposed Course**

a. Current Distance Learning (DL) Status: N/A

b. Full Title: HOSPITALITY MANAGERIAL ACCOUNTING

Proposed Title: Revenue Management

c. Current Transcript Title: HOSPITALITY MANAGERIAL ACCOUNTING

Proposed Transcript Title: Revenue Management

d. Current Cross-listing: none

Proposed – ADD Cross-listing :

Proposed – REMOVE Cross-listing:

e. Current Meeting Patterns

LECTURE: 3

Proposed Meeting Patterns

LECTURE: 3

f. Current Grading System: ABC Letter Grade Scale

Proposed Grading System: *Letter (A, B, C, etc.)*

g. Current number of credit hours: 3

Proposed number of credit hours: 3

h. Currently, is this course repeatable for additional credit? No

Proposed to be repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester? No

2i. Current Course Description for Bulletin: Theoretical and practical investigation of the principles and applications of accounting systems and accounting data for hotels, restaurants, and other organizations in the hospitality industry.

Proposed Course Description for Bulletin: This course explores the skills and role of revenue managers in hospitality management as well as discussing the benefits of revenue management practices and systems. Consideration is given to concepts such as pricing, value, forecasting, inventory, distribution and evaluation as it relates to maximizing revenue in hospitality.

2j. Current Prerequisites, if any: Prereq: HMT 120, ACC 201. For Hospitality Management and Tourism and Dietetics majors only.

Proposed Prerequisites, if any: Prereq: HMT 120 and ACC 201. For Hospitality Management and Tourism Majors only.

2k. Current Supplementary Teaching Component:

Proposed Supplementary Teaching Component:

3. Currently, is this course taught off campus? No

Proposed to be taught off campus? No

If YES, enter the off campus address:

4. Are significant changes in content/student learning outcomes of the course being proposed? Yes

If YES, explain and offer brief rationale: Students are currently required to take two other traditional accounting classes in The College of Business (ACC 201 & ACC 202). An additional course in Hospitality Accounting is redundant. Faculty agree that revenue management has been an important component of hospitality management and our students' current exposure to this is mainly through a chapter in a lodging textbook and warrants its own class.

5a. Are there other depts. and/or pgms that could be affected by the proposed change? No

If YES, identify the depts. and/or pgms:

5b. Will modifying this course result in a new requirement of ANY program? No

If YES, list the program(s) here:

6. Check box if changed to 400G or 500: No

## **Distance Learning Form**

Instructor Name:

Instructor Email:

Internet/Web-based: No

Interactive Video: No

Hybrid: No

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations?

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc.

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

4. Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above?

If yes, which percentage, and which program(s)?

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?

6. How do course requirements ensure that students make appropriate use of learning resources?

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)?

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? NO

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

10. Does the syllabus contain all the required components? NO

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:

SIGNATURE[LGRABAU]Larry J Grabau|College approval for ZCOURSE\_CHANGE HMT 350|20130308

SIGNATURE[JMETT2]Joanie Ett-Mims|Undergrad Council approval for ZCOURSE\_CHANGE HMT 350|20140520

Courses	Request Tracking
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### Course Change Form

<https://myuk.uky.edu/sap/bc/soap/rfc?services=>

[Open in full window to print or save](#)

Generate R

**Attachments:**

Upload File

Browse...

ID	Attachment
Delete 3459	HMT 350 syllabus Revised5 8.docx

First 1 Last

Select saved project to retrieve... Get New

NOTE: Start form entry by choosing the Current Prefix and Number  
 (\*denotes required fields)

<b>Current Prefix and Number:</b>	HMT - Hospitality Management HMT 350 HOSPITALITY MANAGERIAL ACCOUNTING	<b>Proposed Prefix &amp; Number:</b> (example: PHY 401G)
* What type of change is being proposed?		<input checked="" type="checkbox"/> Major Change <input type="checkbox"/> Major -- Add Distance Learning <input type="checkbox"/> Minor - change in number within the same hundred series, except 799 is the same "hundred series" <input type="checkbox"/> Minor - editorial change in course title or description which does not change in content or emphasis <input type="checkbox"/> Minor - a change in prerequisite(s) which does not imply a change in course content or emphasis, or which is made necessary by the elimination or significant alteration of the prerequisite(s) <input type="checkbox"/> Minor - a cross listing of a course as described above
Should this course be a UK Core Course? <input type="radio"/> Yes <input checked="" type="radio"/> No If YES, check the areas that apply:		
<input type="checkbox"/> Inquiry - Arts & Creativity <input type="checkbox"/> Composition & Communications - II <input type="checkbox"/> Inquiry - Humanities <input type="checkbox"/> Quantitative Foundations <input type="checkbox"/> Inquiry - Nat/Math/Phys Sci <input type="checkbox"/> Statistical Inferential Reasoning <input type="checkbox"/> Inquiry - Social Sciences <input type="checkbox"/> U.S. Citizenship, Community, Diversity <input type="checkbox"/> Composition & Communications - I <input type="checkbox"/> Global Dynamics		
<b>1. General Information</b>		
a.	Submitted by the College of: College of Agriculture, Food and Environment	Submission Date: 3/12/2013
b.	Department/Division: Dietetics and Human Nutrition	
c.* Is there a change in "ownership" of the course?		
<input checked="" type="radio"/> Yes <input type="radio"/> No    If YES, what college/department will offer the course instead? Retailing & Tourism Management		
e.* Contact Person Name: Dr. Tricia Day      Email: tricia.day@uky.edu      Phone: 7-6025		
* Responsible Faculty ID (if different from Contact)      Email:      Phone:		
f.* Requested Effective Date: <input checked="" type="checkbox"/> Semester Following Approval    OR    Specific Term: <sup>2</sup>		
<b>2. Designation and Description of Proposed Course.</b>		
a.	Current Distance Learning(DL) Status:	<input checked="" type="radio"/> N/A <input type="radio"/> Already approved for DL* <input type="radio"/> Please Add <input type="radio"/> Please Drop
*If already approved for DL, the Distance Learning Form must also be submitted <u>unless</u> the department affirms (by checking this box ) that the proposed change affect DL delivery.		
b.	Full Title: HOSPITALITY MANAGERIAL ACCOUNTING	Proposed Title: * Revenue Management
c. Current Transcript Title (if full title is more than 40 characters):		HOSPITALITY MANAGERIAL ACCOUNTING

c. Proposed Transcript Title (if full title is more than 40 characters):		Revenue Management			
d. Current Cross-listing:	<input checked="" type="checkbox"/> N/A	OR	Currently <sup>3</sup> Cross-listed with (Prefix & Number):	none	
Proposed – ADD <sup>2</sup> Cross-listing (Prefix & Number):					
Proposed – REMOVE <sup>3,4</sup> Cross-listing (Prefix & Number):					
e. Courses must be described by at least one of the meeting patterns below. Include number of actual contact hours <sup>5</sup> for each meeting pattern					
Current:	Lecture 3	Laboratory <sup>2</sup>	Recitation	Discussion	Indep. Study
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other:	Please explain:	
Proposed: *	Lecture 3	Laboratory <sup>2</sup>	Recitation	Discussion	Indep. Study
	Clinical	Colloquium	Practicum	Research	Residency
	Seminar	Studio	Other:	Please explain:	
f. Current Grading System:	ABC Letter Grade Scale				
Proposed Grading System:*	<input checked="" type="radio"/> Letter (A, B, C, etc.) <input type="radio"/> Pass/Fail <input type="radio"/> Medicine Numeric Grade (Non-medical students will receive a letter grade) <input type="radio"/> Graduate School Grade Scale				
g. Current number of credit hours:	3	Proposed number of credit hours:*	3		
h.* Currently, is this course repeatable for additional credit?					<input type="radio"/> Yes <input checked="" type="radio"/> No
* Proposed to be repeatable for additional credit?					<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES:	Maximum number of credit hours:				
If YES:	Will this course allow multiple registrations during the same semester?				<input type="radio"/> Yes <input checked="" type="radio"/> No
i. Current Course Description for Bulletin:	Theoretical and practical investigation of the principles and applications of accounting systems and accounting data for hotels, restaurants, and other organizations in the hospitality industry.				
* Proposed Course Description for Bulletin:	This course explores the skills and role of revenue managers in hospitality management as well as discussing the benefits of revenue management practices and systems. Consideration is given to concepts such as pricing, value, forecasting, inventory, distribution and evaluation as it relates to maximizing revenue in hospitality.				
j. Current Prerequisites, if any:	Prereq: HMT 120, ACC 201. For Hospitality Management and Tourism and Dietetics majors only.				
* Proposed Prerequisites, if any:	Prereq: HMT 120 and ACC 201. For Hospitality Management and Tourism Majors only.				
*					

k.	Current Supplementary Teaching Component, if any:	<input type="radio"/> Community-Based Experience <input type="radio"/> Service Learning <input type="radio"/> Both
	Proposed Supplementary Teaching Component:	<input type="radio"/> Community-Based Experience <input type="radio"/> Service Learning <input type="radio"/> Both <input type="radio"/> No Change
3.	Currently, is this course taught off campus?	<input type="radio"/> Yes <input checked="" type="radio"/> No
*	Proposed to be taught off campus?	<input type="radio"/> Yes <input checked="" type="radio"/> No
	If YES, enter the off campus address:	
4.*	Are significant changes in content/student learning outcomes of the course being proposed?	<input type="radio"/> Yes <input checked="" type="radio"/> No
	If YES, explain and offer brief rationale:	
	Students are currently required to take two other traditional accounting classes in The College of Business (ACC 201 & ACC 202). An additional course in Hospitality Accounting is redundant. Faculty agree that revenue management has been an important component of hospitality management and our students' current exposure to this is mainly through a chapter in a lodging textbook and warrants its own class.	
5.	Course Relationship to Program(s).	
a.*	Are there other depts and/or pgms that could be affected by the proposed change?	<input type="radio"/> Yes <input checked="" type="radio"/> No
	If YES, identify the depts. and/or pgms:	
b.*	Will modifying this course result in a new requirement <sup>2</sup> for ANY program?	<input type="radio"/> Yes <input checked="" type="radio"/> No
	If YES <sup>2</sup> , list the program(s) here:	
6.	Information to be Placed on Syllabus.	
a.	<input type="checkbox"/> Check box if changed to 400G or 500.	If changed to 400G- or 500-level course you must send in a syllabus and you must include the differentiation between under and graduate students by: (i) requiring additional assignments by the graduate students; and/or (ii) establishing different grad criteria in the course for graduate students. (See SR 3.1.4.)

<sup>1</sup>See comment description regarding minor course change. *Minor changes are sent directly from dean's office to Senate Council Chair.* If Chair deems the change as "not minor," the form will be appropriate academic Council for normal processing and contact person is informed.

<sup>2</sup>Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.

<sup>3</sup>Signature of the chair of the cross-listing department is required on the Signature Routing Log.

<sup>4</sup>Removing a cross-listing does not drop the other course – it merely unlinks the two courses.

<sup>5</sup>Generally, undergrad courses are developed such that one semester hr of credit represents 1 hr of classroom meeting per wk for a semester, exclusive of any lab meeting. Lab meeting generally two hrs per wk for a semester for 1 credit hour. (See SR 5.2.1.)

<sup>6</sup>You must also submit the Distance Learning Form in order for the course to be considered for DL delivery.

<sup>7</sup>In order to change a program, a program change form must also be submitted.

Submit as New Proposal    Save Current Changes

HMT 350: Revenue Management  
Spring 2014 Mondays and Wednesdays 3:00-4:15pm  
Erikson Hall 308

**Instructor Information**

Dr. Tricia M. Day, CPRP  
Office: Erikson Hall 316 (Inside the HMT Office in 318)  
Email\*: tricia.day@uky.edu  
Phone: 859-257-6025  
\*preferred method of contact  
Office Hours:  
Mondays & Wednesdays 2:00-3:00pm  
Tuesdays & Thursdays 2:30-3:30pm  
available via appointment at other times

**Teaching Assistant Information**

Ms. Michelle Han  
Office: Erikson 303 (HMT TA Offices)  
Email\*: junghee.han@uky.edu  
\*preferred method of contact  
Office Hours:  
Mondays & Wednesdays 2:00-3:00pm  
Tuesdays & Thursdays 2:30-3:30pm  
available via appointment at other times

**Course Description**

This course explores the skills and role of revenue managers in hospitality management as well as discussing the benefits of revenue management practices and systems. Consideration is given to concepts such as pricing, value, forecasting, inventory, distribution and evaluation as it relates to maximizing revenue in hospitality. Prereq: HMT 120 and ACC 201. For Hospitality Management and Tourism Majors only.

**Course Objectives**

This course will provide the students an opportunity to:

- Understand the role and responsibility of revenue managers within an organization.
- Examine the skills revenue managers must know in order to effectively manage their inventories and prices.
- Understand how and why consumers use scarce financial resources to make purchasing decisions.
- Apply economic principles such as supply, demand, consumer rationality and pricing to hospitality settings.
- Understand how businesses determine prices and how their customers perceive prices

**Course Learning Outcomes**

At the end of the course, students will be able to:

- Describe the concepts of strategic pricing, value and differential pricing in hospitality related settings.
- Utilize data from a STR report to forecast future demand of hospitality industry related goods and services in a specific market.
- Develop and defend a management strategy to control inventory and pricing of hospitality industry related goods and services.
- Compare and contrast the effectiveness of revenue management strategies for sales optimization.
- Evaluate and choose appropriate distribution channels when pricing and selling hospitality industry related goods and services.
- Evaluate the success of a revenue management decisions and discuss the implications of revenue management strategies.
- Apply revenue management principles in a variety of settings and under various economic conditions.



### Required Textbook

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

### Assessment Opportunities

Reflections 9%

Throughout the semester (more often than not), I will pose a reflection question to you at the beginning of the class which addresses some aspect from your reading or homework for class. If you have done your reading and homework, you should be able to address the questions easily. You cannot use any resources. The questions are not available in advance and cannot be made up if you have an unexcused absence or tardy (only those with a University excused absence can make up the assignment). I am not looking for a 6-page response to an essay question but rather a ½ page to a page thoughtful response in consideration of your reading and homework. Questions may also be posed at the end of each guest speaker's presentation and are designed to encourage active listening and participation with guest speakers.

Exams (3@14 pts each) 42%

Three tests will be given throughout the semester. These are intended to assess your learning to each point in the semester and will not be cumulative in nature but may require an understanding of concepts learned in the early parts of the semester.

Case Studies (13@3 pts each) 39%

At the end of each chapter there is a case study for further application of the principles addressed in each chapter. You will be responsible for reading the case studies and addressing the questions. Your responses should be carefully constructed to demonstrate mastery of the chapter concepts and should reflect your learning in terms of vocabulary and discussion. Please do not underestimate the effort needed for these case studies. All of your responses should be typed. **No late work or handwritten papers will be accepted.**

STR Report Reflection 10%

You will be asked to review a STR report for a specific destination. You should outline your findings and observations of your destination based on the information in the STR report.

### Grading Scale

A	90-100%
B	80-89%
C	70-79%
D	60-69%
E	Below 60%

### Extra Credit

Extra credit is doing something above and beyond what is expected of you at this level. Coming to class when it is cold and rainy or doing work that is assigned and expected of everyone is not going above and beyond – it is doing what is expected of you at this level. I typically do not give extra credit. I find if you are a responsible student and do your work that is initially assigned, you won't need extra credit and if you are an irresponsible student and can't do the work initially assigned, you don't deserve something extra to help you pass.

### Submission of Assignments

Specific instructions for assignments should be outlined on supplemental assignment sheets and may direct you to alternative submission methods/requirements. Follow the specific assignment instructions but in general: assignments are due at the beginning of class. **Plan for the unexpected – no paper, broken printer, no computers available, etc. Late work will not be accepted for full credit.**

### Tentative Class Schedule

**\*\*Subject to change early and often\*\***

**\*\*Check the Blackboard Calendar for the most up-to-date calendar\*\***

Jan 9	W	Intro, Expectations, etc	Team Concept Maps – Revenue Management
14	M	Chapter 1	Read Chapter 1
16	W	Chapter 1 Case Study	Chapter 1 Case Study Due
21	M	No Class - MLK	Enjoy your day off!!
23	W	Chapter 2	Read Chapter 2
28	M	Chapter 3	Read Chapter 3
30	W	Chapter 2 & 3 Case Studies	Chapter 2 & 3 Case Studies Due
Feb 4	M	Chapter 4	Read Chapter 4
6	W	Guest Speaker	Guest Speaker Reflection
11	M	Chapter 5	Read Chapter 5
13	W	Chapter 4 & 5 Case Studies	Chapter 4 & 5 Case Studies Due
18	M	Exam #1 (Ch 1-5)	Study Hard!!
20	W	Chapter 6	Read Chapter 6
25	M	Chapter 7	Read Chapter 7
27	W	Chapter 6 & 7 Case Studies	Chapter 6 & 7 Case Studies Due
Mar 4	M	Chapter 8	Read Chapter 8
6	W	Chapter 9	Read Chapter 9
11	M	Spring Break	Enjoy the Sunshine!!
13	W	Spring Break	Enjoy the Sunshine!!
18	M	Chapter 8 & 9 Case Studies	Chapter 8 & 9 Case Studies Due
20	W	STR Reports	Read the Intro to STR Reports
25	M	Hotel Guest Speaker	STR Report reflection
27	W	Exam #2 (Ch 6-9)	Study Hard!!
Apr 1	M	Chapter 10	Read Chapter 10
3	W	Chapter 11	Read Chapter 11
8	M	Chapter 10 & 11 Case Studies	Chapter 10 & 11 Case Studies Due
10	W	Restaurant Guest Speaker	Guest Speaker Reflection
16	M	Chapter 12	Read Chapter 12
17	W	Chapter 13	Read Chapter 13
22	M	Chapter 12 & 13 Case Studies	Chapter 12 -13 Case Studies Due
24	W	Make Up Day if needed	
Final	W	3:30pm Exam #3 (Ch 10-13)	Study Hard!!

## Course Policies

### **Course Policies:**

#### **Submission of Assignments:**

Specific requirements will be provided with each assignment but submissions must be on time and typed unless they are done in class.

#### **Attendance Policy.**

Timely appearances and class attendance is expected each day. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences: serious illness; illness or death of family member; University-related trips; major religious holidays; other circumstances you find to be "reasonable cause for nonattendance".

#### **Excused Absences:**

Students need to notify the professor of absences prior to class when possible. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness; (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit "reasonable cause for nonattendance" by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

**Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy.**

#### **Verification of Absences:**

Students may be asked to verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request "appropriate verification" when students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required prior to the absence.

#### **Academic Integrity:**

Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as

all ideas borrowed from others need to be properly credited.

Part II of *Student Rights and Responsibilities* (available online <http://www.uky.edu/StudentAffairs/Code/part2.html>) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about the question of plagiarism involving their own work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work which a student submits as his/her own, whoever that other person may be.

Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone. When a student's assignment involves research in outside sources of information, the student must carefully acknowledge exactly what, where and how he/she employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas which are so generally and freely circulated as to be a part of the public domain (Section 6.3.1).

**Please note:** Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

**Accommodations due to disability :**

If you have a documented disability that requires academic accommodations, please see me as soon as possible during scheduled office hours. In order to receive accommodations in this course, you must provide me with a Letter of Accommodation from the Disability Resource Center (Room 2, Alumni Gym, 257-2754, email address: [jkarnes@email.uky.edu](mailto:jkarnes@email.uky.edu)) for coordination of campus disability services available to students with disabilities.

**Final Exam Information**

More detailed information will be provided but the final exam will be given during the university assigned Final exam for this class period.

**Mid-term Grade**

Mid-term grades will be issued.