



Course Title: Revenue Management in Hospitality
CUL-445
Credit Hours: 3
Semester: Spring 2022
Cap: 10

Faculty: Brian Tatsukawa

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Office: Culinary Arts

Office Phone: 505-726-5626

Office Hours: 2pm-4pm M, W-F

Class Location: Hospitality Center plus additional time in the kitchen.

Class Meeting Times: Mondays on Zoom at 1:15 p.m.-2:30 p.m.

Wednesdays in person at 1:15 p.m. – 2:30 p.m.

Required Materials: Writing utensil, paper, jump drive

Textbooks: Revenue Management Maximizing Revenue in Hospitality Operations.

ISBN: 978-086612-446-1

Tools: Internet access

Lab Fee: None

Mission Statement

Navajo Technical University's mission is to provide University readiness programs, certificates, associate, baccalaureate, and graduate degrees. Students, faculty, and staff will provide value to the Diné community through research, community engagement, service learning, and activities designed to foster cultural and environmental preservation and sustainable economic development. The University is committed to a high quality, student-oriented, hands-on-learning environment based on the Diné cultural principles: *Nitsáhákees, Nahátá, Íina, Siihasin.*

Course Description

Study of managerial accounting concepts and applications specific to the hospitality industry with an emphasis in analysis of financial reports, ratio analysis, CVP analysis, and operations budgeting.

Course Objectives:

- 1) Explain the uses of financial accounting data for making business decisions
- 2) Explain the aspects that different readers of financial statements are interested in
- 3) Explain the meaning and importance of fixed and variable costs, direct and indirect costs, gross margin and contribution margin in hospitality businesses
- 4) Understand the fundamentals of financial statements, including how the statements link and the key accounting principles that govern them.
- 5) Analysis of the balance sheet in order to assess a company's position.
- 6) Adjust and consistently analyze the income statement of companies and assess their performance.

COURSE OUTCOMES	COURSE MEASUREMENTS
Students will be able to read and understand financial statements.	Complete reading assignments, homework assignments, exams, projects, and quizzes.
Students will be able to assess the financial position of a company through its financial statements.	
Apply a variety of mathematical approaches to the evaluation of hospitality business performance.	
Students will be able to demonstrate communication skills to present their project through oral, graphical and written means.	

Important Dates Spring 2021	
Holiday-MLK	1/17/22
Instruction Begins	1/18/22
Late Registration w/fee	Jan-19-20
Last Day Add/Drop w/o W	1/21/22
HOLIDAY-President's Day	2/21/22
Graduation Peitions Due	2/25/22
Mid Terms	March 7-11
Spring Break	March 14-18
Last Day to Withdraw w/W	3/31/22
Final Exams	May 9-12
Spring Graduation	5/13/22

Week	Chapters	Assignments	Assessment
1	Chapter 1	Pre-Assessment	
2	Chapter 2	Chpt. 2 Discussion Questions	Begin practicing with Excel or Pages.
3	Chapter 3	Case Study 1	Quiz Chapter 1-3
4	Chapter 4	Case Study 2	
5	Chapter 5	Case Study 1	
6	Chapter 6	Case Study 2	
7	Chapter 7	Case Study	Quiz Chapter 4-7
8	Review for midterm		Midterm
9	Spring Break		
10	Chapter 8	Case Study	
11	Chapter 9	Case Study	Quiz Chapter 8-9
12	Chapter 10	Case Study	
13	Chapter 11	Case Study	
14	Chapter 12	Case Study	Quiz Chapter 10-12
15	Review for final		
16	Final		

Grading Plan

Homework	20%	A = 100 - 90%
Mid-term	10%	B = 89 - 80%
Final Exam	20%	C = 79 - 70%
Project	10%	D = 69 - 60%
Quizzes	20%	F < 60%
Class Participation	10%	
Class Attendance	10%	

Grading Policy

Each student must do his or her own homework and case studies. Discussion among students on homework and cases is encouraged for clarification of assignments, technical details of using software, and structuring major steps of solutions - especially on the course's Web site. Students must do their own work on the homework and exam. Cheating and Plagiarism are strictly forbidden. Cheating includes but is not limited to: plagiarism, submission of work that is not the student's own, submission or use of falsified data, unauthorized access to exam or assignment, use of unauthorized material during an exam, supplying or communicating unauthorized information for an assignment or exam.

Participation

Students are expected to attend and participate in all class activities- as listed above, as it **is 10% of the grade**. Points will be given to students who actively participate in class activities including field trips, laboratories, and ask questions of guest speakers and other presenters.

Cell phone and head phone use

Please turn cell phones off or place them on silence or vibrate mode **before** coming to class. Also, answer cell phones **outside of class** (not in the classroom). Exercising cell phone use courtesy is appreciated by both the instructor and classmates. Headphones are to be removed before coming to class.

Attendance Policy

Students are expected to regularly attend all classes for which they are registered. A percentage of the student's grade will be based on class attendance and participation. Absence from class, regardless of the reason, does not relieve the student of his/her responsibility to complete all course work by the required deadlines. Furthermore, it is the student's responsibility to obtain notes, handouts, and any other information covered when absent from class and to arrange to make up any in-class assignments or tests if permitted by the instructor. Incomplete or missing assignments will necessarily affect the student's grades. Instructors will report excessive and/or unexplained absences to the Counseling Department for investigation and potential intervention. **Instructors may drop students from the class after three (3) absences unless prior arrangements are made with the instructor to make up work and the instructor deems any excuse acceptable.**

Study Time Outside of Class for Face-to-Face Courses

For every credit hour spent in a class, a student is expected to spend two hours (2) outside of class studying the course materials.

Academic Integrity

Integrity (honesty) is expected of every student in all academic work. The guiding principle of academic integrity is that a student's submitted work must be the student's own. Students who engage in academic dishonesty diminish their education and bring discredit to the University community. Avoid situations likely to compromise academic integrity such as: cheating, facilitating academic dishonesty, and plagiarism; modifying academic work to obtain additional credit in the same class unless approved in advance by the instructor, failure to observe rules of academic integrity established by the instructor.

Diné Philosophy of Education

The Diné Philosophy of Education (DPE) is incorporated into every class for students to become aware of and to understand the significance of the four Diné philosophical elements, including its affiliation with the four directions, four sacred mountains, the four set of thought processes and so forth: Nitsáhákees, Nahát'á, Íina and Siih Hasin which are essential and relevant to self-identity, respect and wisdom to achieve career goals successfully.

Students with Disabilities

The Navajo Technical University and the Culinary Program are committed to serving all enrolled students in a non-discriminatory and accommodating manner. Any student who feels he/she may need an accommodation based on the impact of disability, or needs special accommodations should inform NTU in accordance with the procedures of the subsection entitled "Students with Disabilities" under Section 7: Student Support Programs, NTU Student Handbook.