

Project Management and Analytics Track

Course Development Plan

1. **Name:** Project Development in the Hospitality Industry
2. **Number:** HRMA 4397.2
3. **Pre-req**
 - HRMA 3341-Hospitality Managerial Accounting
 - HRMA 4397.1 Hospitality Data Analytics and Managerial Decision Making
4. **Course learning objectives**

Successful projects in any industry require good planning, execution and subsequent measurement to make sure the overall objective was accomplished. In the hospitality industry projects can be of a various natures from construction of a new facility, additions to existing facilities, implementing new training programs, converting software or repositioning a product to increase asset value.

Upon the completion of this course, a student should be able to:

- Identify and effectively communicate the objective/purpose of a project
- Assess the resources both capital, information and human required to complete the project
- Develop a critical path for project completion
- Develop a budget for the project
- Incorporate a quality control mechanism for the project
- Identify and address risk management concerns for the project
- Establish measurements for the project to determine if the desired outcomes were achieved
- Simultaneously provide effective communication regarding the status, completion and results from implementation to completion of the project

5. Course framework for 15 weeks

Wk	Topics	Readings & Notes
1	Introduction – Overview of course and syllabus	<ul style="list-style-type: none"> ▪ Read the course syllabus
2	What is Project Management: Discussing Definition, Purpose and Uses	<ul style="list-style-type: none"> ▪ Read course materials ▪ In class exercise
3	Project Proposal: Components and Preparation	<ul style="list-style-type: none"> ▪ Read course materials ▪ Case Study: Project Proposal
4	Identifying and Communicating Scope and Objectives	<ul style="list-style-type: none"> ▪ Read course materials ▪ Case Study: Project Description
5	Incorporating Data Analytics Into Project Management	<ul style="list-style-type: none"> ▪ Read course materials ▪ In class exercise: Using Data Analytics
6	Developing a Critical Path	<ul style="list-style-type: none"> ▪ Read course materials ▪ Case Study: Critical Path
7	Identifying Resources	<ul style="list-style-type: none"> ▪ Read course materials
8	Identifying Project Team	<ul style="list-style-type: none"> ▪ Read course materials ▪ Case Study: RFP Process
9	Budget Development	<ul style="list-style-type: none"> ▪ Read course materials ▪ Case Study: Project Budget
10	Cost Control	<ul style="list-style-type: none"> ▪ Read course materials ▪ Case Study: Cost Controls
11	Risk Management	<ul style="list-style-type: none"> ▪ Read course materials ▪ In class exercise: Risk Management
12	Quality Management	<ul style="list-style-type: none"> ▪ Read course materials ▪ In class exercise: Quality Management
13	Contract Management	<ul style="list-style-type: none"> ▪ Read course materials ▪ Case Study: Risk/Quality/Contract Management
14	Crisis Management	<ul style="list-style-type: none"> ▪ Read course materials ▪ In class exercise: Crisis Management
15	Final Case Study Review	<ul style="list-style-type: none"> ▪ In class time to review and finalize case study prior to presentations during finals week

6. Assessments

	Points
Case Studies 7 @ 10 points each	70
Final Project	25
Final Project Presentation	5
Total points	100

GRADED WORK – brief descriptions

In order to better understand the material case studies will be completed in order to apply the concepts discussed in class. Review problems will be provided after every chapter; however, these will not be graded only reviewed in class. **There will be seven (7) graded case studies worth 10 points each for a total of 70 points.**

Case Studies will be graded for completion and accuracy, partial credit will be given if part of a problem is correct and if the work reflects understanding of the concepts or process. Tentative due dates are listed on the schedule. When the Case Study is returned and if your answers are not correct and you do not understand why, please make every effort to come for office hours or set up an appointment to review with the instructor.

Each student is responsible for making sure they can access the Case Studies and instructions on Blackboard before the assignments are due. Students are responsible for contacting the instructor on a timely basis (not the day before the Case Study is due) if they cannot access the Case Study so that the situation can be rectified. Not being able to access assignments on Blackboard will not be an acceptable reason for not submitting homework or for late submissions.

No late assignments will be accepted. No exceptions. If you will not be in class, please arrange with your professor to submit your assignment in person before classes start.

Final Group Project and Presentation (30 points):

The case studies will provide a framework to complete a final group project incorporating all the concepts discussed in the course. In addition to a written submission with appropriate documentation, students will prepare an oral presentation for a group of industry professionals. Students will begin work on the project from the beginning of the semester.

7. Text and/or other recommended materials

Required textbook:

Kerzner, Harold Ph.D.(2013). *Project Management: A Systems Approach to Planning, Scheduling and Controlling (11th Ed.)*. John Wiley & Sons. ISBN: 978-1-118-02227-6. eBook available.

The instructor will assign topics where additional article readings will be required. Students will be responsible to find these articles from academic and trade journals, books, and websites.

Required software:

Microsoft Excel 2016, Frontline System's XLMiner (student version), Tableau, and IBM Watson Analytics or other project management software.