



蘇州大學  
Soochow University

# MAG 421 Hospitality Information Systems

Fall 2023

**Course Credits:** 4

**Contact Hours:** 56 hours

**Instructor:** TBA

**Email:** TBA

## COURSE OBJECTIVES

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This course focuses on the analysis and design of information systems and technology applications in the hospitality and tourism industry. Students are required to understand the importance of the Hospitality Information System and how it can be utilized to assist users in their organizational planning and control functions. The course covers topics such as strategic planning, system development and implementation, along with exploring current and future trends in hospitality/tourism technology applications. Additionally, students will gain familiarity with the computer hardware and software for hospitality.

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

1. Define an information system from both technical and business perspectives, and identify the major challenges related to building and using information systems
2. Demonstrate a comprehensive understanding of why and how information technologies can be used to achieve operational, tactical, and strategic objectives
3. Demonstrate foundational technical knowledge of information technology infrastructures, including hardware, software, datasets, networking technologies, as well as tools and techniques for security and control
4. Demonstrate ability to critically evaluate the core information system applications within the hospitality industry

## PREREQUISITES

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CS 170 Business Information System



## **GRADING**

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Grades will be determined by accumulating points, with 100 points being the maximum, as follows:

<b>ITEM</b>	<b>POINTS</b>
Quizzes	20 Points
Assignments	10 Points
Computer Labs	25 Points
Midterm Exam	15 Points
Final Project and Presentation	10 Points
Final Exam	20 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$ .

We reserve the right to make adjustments to the overall grading policy.

## **COURSE MATERIALS**

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### **Required Texts:**

Nyheim, P. & Connolly, D., *Technology Strategies for the Hospitality Industry*, 2nd Edition, New Jersey: Prentice Hall, 2011.

### **Recommended (Optional) Texts or Other Materials:**

None

## **COURSE TOPICS**

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<b>MODULE</b>	<b>TASKS</b>
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Module 1	<p><b>Topics:</b>  Topic 1: Introduction to Hospitality Information System  Topic 2: Property Management Systems  Topic 3: PMS Interfaces  Topic 4: Food Service/Retail</p> <p><b>Assessments:</b>  Computer Lab #1  Assignment #1</p>
Module 2	<p><b>Topics:</b>  Topic 5: Sales, Catering and Event Management Systems  Topic 6: Beverage Controls  Topic 7: Back of the House Accounting Applications  Topic 8: System and Security Maintenance</p> <p><b>Assessments:</b>  Computer Lab #2  Quiz #1</p>
Module 3	<p><b>Topics:</b>  Topic 9: E-Commerce  Topic 10: E-Business  Topic 11: Data Resources: Databases Approaches  Topic 12: Telecom &amp; Networking: Networking</p> <p><b>Assessments:</b>  Computer Lab #3  Assignment #2  Midterm Exam</p>
Module 4	<p><b>Topics:</b>  Topic 13: Social Media  Topic 14: The Transportation Industry  Topic 15: Decision Making: DSS  Topic 16: IT Security in Travel Industry</p> <p><b>Assessments:</b>  Computer Lab #4  Quiz #2</p>
Module 5	<p><b>Topics:</b>  Topic 17: Global Distribution Systems and Channels  Topic 18: Technology for the Meetings and Events Industry  Topic 19: Technology in the Casino Industry  Topic 20: Strategic Hospitality Technology Investment</p> <p><b>Assessments:</b>  Computer Lab #5  Final Project and Presentation  Final Exam</p>



## **ATTENDANCE**

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

## **LEARNING REQUIREMENTS**

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

## **TECHNOLOGY POLICY**

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).



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## **ACADEMIC INTEGRITY POLICY**

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

## **DISABILITY ACCOMMODATION**

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.