



## Syllabus 2017-2018

**Title of the course:** Online Business Development - Hospitality  
**Code:** M2115  
**Instructor:** Liz CRAIG  
**Level:** MBA 2  
**Period:** 1<sup>st</sup> semester

**Online Classroom:** <https://hotelbizdev-mba2.blogspot.fr>

Blended Learning -

Sessions 1, 2, 3, 4, 5 = F2F Classroom

Session 6 + 7 = Online Only - Google Certification or Webinar + Slidedeck Review

Online Only Session = Due Date - 12/01/2018

Total = 7 Sessions

### Course description

Digital is the most exciting, rapidly evolving hotel industry + travel. This course will cover the leading edge revenue impact + guest service expectations in the Digital environment.

Emerging channels in Customer Decision making + communications include:

- Chatbots -messaging
- Loyalty Program Apps
- Remote checkin + keyless checkin, guestroom management via mobile device
- Digital Concierge

Self empowered learning approach includes required reading/viewing online publishing (blogs), in class group exercises and P2P shared resources:

- Key Concepts Overview
  - Customer Decision Journey to Online Purchase
  - CX, UX - Accelerating Customer Experience Expectations, User Experience
  - Conversational Commerce - Messaging Platforms for Communication, Booking + Service
  - Mobility, mobile + Multi Screen - WEO - Web Experience Optimization

### Course Objectives

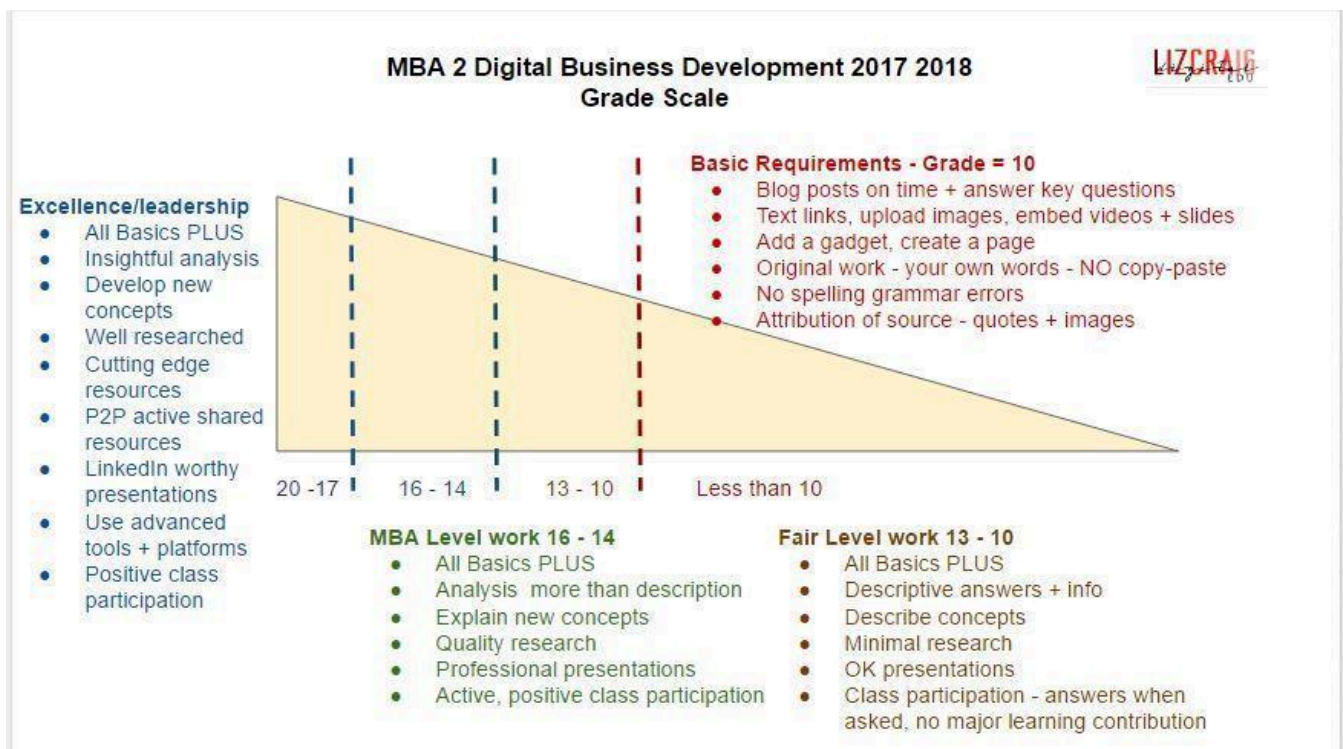
- Assure participants are fluent current concepts as above
- Able to execute strategies impacting hospitality revenues, services + product development
  - Customer acquisition strategies
  - Revenue Development strategies
  - Generation C customer methods
- Be well prepared for dynamic job market

- Experience practical tools + platforms currently used in the industry
  - Mobility + Mobile Platforms
  - Publishing for Omnichannel users
  - SMS + Apps for Customer Service

**Digital certification awarded upon successful completion of course;**  
**LinkedIn Endorsement - upon completion - if requested**

### Assessment methods

1. Skills growth - Initial self assessment compared to self assessment on completion of the course
  - Outcome - increase in the number of digital tools and platforms each student actively uses
  - Addition of advanced digital capabilities, e.g. creation of videos, mobile sites
2. Online blog posts of all assigned homework
  - Homework - 1 assigned reading/viewing - weekly topic
  - Research definition of assigned topic - text + visual
  - Research 2 supporting resources - link in blog post
3. In class exercises - group work
  - Originality of application of weekly topic
  - Professional quality online presentation. Refer to the class blog's course information available per session.
4. Blog posts meet required standards and homework flow. Refer to the class blog's course information
  - Posted by due date
  - Includes text links, image/video, source attribution with link
5. Mid- term exam - in class on [Socrative platform online self correcting exam](#)
  - Topics included in mid term exam
    - Customer Decision Journey
    - Messaging + Mobile impact on CX - customer expectations
    - Chatbots utilization in travel



## Participation Requirements - Videos in Online Classroom + EMC Connect

- Self Empowered Learning Approach
- Correct Links for Submitting your work
- Blog Basics - how to publish online
- Proper Attribution - Images, text + links - Academic Integrity
- Active, positive sharing in class; resources - assist classmates

**Assigned Homework to be posted in your blog 2 days before the scheduled class.**

**Course outline:**

### **MBA 2 Online Business Development - Hospitality**

Session	Topics - Concepts	Tools - Platforms - Links
1	Introductions; H2H; Customer Decision Journey <a href="#">Link</a>	<a href="#">Blogger</a> , <a href="#">Grammarly</a>
	Homework Session 2	<a href="#">Homework Link</a>
2	Guest Relationships, service + bookings via ; Chatbots + AI	Drive - Google Slides, <a href="#">Sway</a> , <a href="#">Canva</a>
	Homework Session 3	<a href="#">Homework Link</a>
3	Mid-Quiz, Develop YOUR Professional Online Reputation	LinkedIn
	Homework Session 4	<a href="#">Homework Link</a>
4	Mobility vs. Mobile - Guest Behaviors + Hotel Sites	<a href="#">DudaMobile</a> , Strikingly, <a href="#">Noun Project</a>
	Homework Session 5	<a href="#">Homework Link</a>
5	Hotel Voice Enhancement via Social Media	<a href="#">Canva</a> , <a href="#">Pixlr</a> , <a href="#">Unsplash</a> , <a href="#">VisualHunt</a>
6 + 7	2 Online Only Sessions - Webinars or Google Certificate	<a href="#">Details Link</a>

Oct 2017

### **Workload expectation:**

- **1 ½ to 2 hours per week on assigned homework**
- **Online class = 3 - 6 hours**
- **F2F Class = 3 hours**

### **Grading:**

20 – 17	demonstrate excellent understanding + use of advanced tools; imaginative presentations, P2P shared new sites/tools/knowledge; Active engagement of coursemates; includes midterm exam + webinar
16 - 11	demonstrate ability to use assigned tools, high quality presentations, active engagement of others; includes midterm exam + webinar
10	set up tools, minimal use, completed assigned work – limited/no engagement, Ordinary presentations; includes midterm exam + webinar
9 lower	did not complete assigned posts; below MBA level presentations; includes midterm exam + webinar

**Note: All posts + work must be original - write in your own words. Copy-paste work = 0**

## Read Academic Integrity document

Note: Less than 10/20 = insufficient results - 10 to 11/20 = average - 12/20 = satisfactory - 13 to 14/20 = good - 15/20 = very good - more than 16/20 = Excellent

- Mid Term Exam = 30%
- Homework Posts, quality + by due date = 30%
- Class Exercises = 30%
- Active, positive participation = 10%

## Learning Hours: 78 hours

<i>Face to face input</i>	<i>24 Hours</i>
<i>Online input</i>	<i>12 Hours</i>
<i>Assessments</i>	<i>6 Hours</i>
<i>Projects: Personal and group</i>	<i>18 Hours</i>
<i>Background reading and self study</i>	<i>18 Hours</i>

Assessment – Initial self assessment compared to final skills assessment

Instructor input - quality of blog posts + in class presentations, Mid Term Exam

Final - In class Presentation

Online only Webinar + written analysis - post in blog OR

Post valid Google Digital Marketing certificate

## Intended learning outcomes

1. Extensive understanding of digital developments in hospitality, ability to apply knowledge
2. Demonstrate ability to effectively use platforms + tools for effective communication:
3. Digital confidence + critical thinking - ability to explore emerging digital trends and effectively adapt for professional development
4. Participants will be well equipped for entry level management positions requiring digital competencies

- Mid Term Exam = 30%
- Homework Posts, quality + by due date = 30%
- Class Exercises = 30%
- Active, positive participation = 10%

Learning Outcomes	Assessment
1, 3	Mid Term 30% Online Self Correcting Exam
1, 3	Homework Posts 30%
2, 3, 4	Class Exercise 30%
4	Active Participation 10%

**Basic text:**

Reading/video homework assignments are linked in online classroom

[Think with Google - French version](#)

[Think with Google - English version](#)

**Additional recommended reading:**

- Resource Center in Online Classroom
- [Tnooz - Industry Insights](#)
- [Skift - Travel Industry News, Newsletters + Research](#)
- [Ubisend - chatbot + messaging resource](#)

**Outcome Assessment**

1. Initial + final self assessment = Net skills + platforms growth
  - Actively using more digital tools and platforms
  - Able to use more advanced tools easily, e.g. video creation, mobile site develop
2. Instructor assessment =
  - Demonstrate digital skills via variety of platforms + tools used in blog posts
  - Professional Quality of blog Posts + class presentations
- 3 Mid Term Exam - achieve a passing grade

**Academic Integrity**

Students are expected to produce their own work, unless their professor requires otherwise. Plagiarism is the act of pretending to be the original author of any type of written work (e.g. homework, presentations, information copied from peers in an exam) when it is someone else's. Plagiarism is considered as an academic crime which will be penalized at the IEMI/CMH (0/20). Therefore refrain from:

1. Copying a visual, an original idea, a phrase, a sentence, a paragraph or entire sections without acknowledging the source
2. Copying phrases and section from others' work without using quotation marks (" ") followed by the reference
3. Copying and/or referencing inaccurately (in-text or bibliography when appropriate)
4. Buying online or asking someone to do your work and pretending it is yours
5. Even summarising, paraphrasing, translating or even changing a few words without acknowledging the source
6. Copying another piece of work you produced in a different context without mentioning its original source (self-plagiarism)



Liz Craig - Sept 2017 Revised

**LIZ CRAIG**  
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