ADMN 898.1BB Hospitality Asset and Financial Management

Meeting Time: E-term V (05/21/2018 - 07/13/2018)
Classroom: Canvas
Course: ADMN 898 (2ON) – Hospitality Asset and Financial Management
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Course Credit: 3 credits hours
Teaching Assist: None

[NOTE: a PDF version has been placed in Canvas. HOWEVER you still need to register for the HVS software. Link is located in the text Introduction]


Helpful Websites- Please visit the following websites and/or read the following periodicals and newspapers for current information:

www.str-online.com ; www.hotel-online.com ; www.ahla.com ;
www.arccorp.com ;
www.hsmai.org ; www.iaapa.org ; www.iacvb.org ; www.hotelmotel.com ;
www.hotelsmag.com ; www.hotelbusiness.com ; www.hftp.org ;
http://www.hotelchatter.com ; http://www.hotelinteractive.com ;
http://www.hotelmag.com ;

Required: Additional readings posted on Canvas each week under the Modules tab as needed.
Paul College MBA Program  
Term 5 – 2018  
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Course Overview

Asset management involves managing the business investment to meet the specific objectives of ownership. Participants will learn how to administer and renegotiate management contracts, real estate development process, evaluate capital expenditures and manage their execution, and monitor expenses to reduce costs, and different valuations methods in the hospitality industry. Students will learn how to benchmark a property's revenue and expense performance against the market, perform asset risk analyses tailored to current market conditions, and evaluate various refinancing opportunities to reduce debt costs or free up capital for other investment opportunities.

Course Objectives

1. Acquisition of knowledge about the role of ‘asset management’ in maximizing value for owners in the ‘hotel’ industry.
2. Development of knowledge and skills in understanding the concepts and technical financial processes that underpin the evaluation of options for managing ‘hotel’ assets.
3. Development of skills in investigating and forming an opinion as to the appropriateness of management contracting as an asset management strategy.
4. Understand the trading potential of hotels
5. Understand the real estate development process
6. Be conversant with the different types of valuation methods
7. Learn to establish and evaluate forecasts of occupancy, average rates, cash flows and real estate value the cash flow for a hotel operation needed to support hotel investment and lending decisions
8. Recognize and understand the aspects that influence the value of properties and yields as decision making tool for investments and developments
9. Be conversant with the different key terms of property development and valuation