

HA 401, Spring 2017, 3 credits
RESORT OPERATIONS
School of Hotel & Restaurant Management
The W.A. Franke College of Business

Instructor: Dr. Edward G Mc Keown, Ph. D.
Classroom: Section 001 (MW 16:00 – 17:15): HRM 112
Office: SHRM 101
Office Hours: M & W, 1 pm – 4 pm; F, 8 am – 10 am; & by appointment
Office Phone: 928-523-6975
Cell Phone: 765-337-3948 (text preferred)
E-mail Address: Edward.McKeown@nau.edu
Texts (required): *World of Resorts* Edition: 3rd (with exam answer sheet)

Academic Catalog Description: Material covers the history and development of resorts and resort destinations and the daily aspects of managing more diverse food, beverage, and catering operations as well as golf, spa, timeshare and resort operations.

Prerequisites: Courses: Admission to HRM, IHM, International Exchange Student Group or HRM certificate program

Course Purpose: The purpose of this course is to introduce the students to the food production and service.

Course objectives: At the end of this course, you will be able to:

1. Understand the history and development of resorts in North America
2. Understand the concept of resort destinations and its importance in resort development
3. Understand the complexity of resort operations compared to full service hotel operations.
4. Understand the additional revenue departments in resorts and their impact on financial results
5. Understand the marketing aspects of resorts
6. Understand the financial aspects of resorts.

Assignments/Assessments

Assignment	Points	Percent of grade
Quizzes (5 @ 100 pts each)	500	25%
Destination Report	100	5%
Resort Reservation Report	100	5%
Final Project (Group or Individual)	1000	50%
Final Certification Exam	300	15%
Extra Credit	Variable	
Total	2000	100%

Grade Computation: Grades will be allocated as follows:

90-100% = A
80-89% = B

70-79% = C
60-69% = D

Below 60% = F

Attendance: You are responsible for attending all classes for which you are enrolled. Should an absence from class be unavoidable, you are responsible for reporting the reason to your instructors. In addition, you are responsible for making up any work you miss. **Your instructors are under no obligation to make special arrangements for you if you are absent** (<http://nau.edu/Student-Life/Student-Handbook/Academic-Policies/>).

Standards & Expectations: As most organizations have standards, so will we. Microsoft, Nike, and Southwest Airlines did not reach the pinnacle of success by maintaining the status quo. They are considered the leaders in their industry and have set the standards by which others in their industry are judged.

As your instructor I will:

- treat you with the utmost respect and dignity.
- be available for assistance whenever possible.
- listen to your opinions and be open to feedback.
- strive to return all papers within 2 weeks.
- **HAVE FUN!**

As my partner you will be expected to:

- **BE ON TIME!**
- ask questions to ensure you understand the material and its relevance.
- treat your classmates with dignity and respect.
- contribute to classroom discussion.
- **Not wear hats in class.**
- **HAVE FUN!**

In order to provide you with a snap shot of leadership experiences in the “real world”, we may occasionally have guest speakers or tour local businesses. These guests/tours will be professionals in the hospitality industry with expertise in the areas we will discuss. To portray our level of professionalism and give them the respect they deserve, we will wear **professional attire [at a minimum, that’s a dress shirt, tie, and dress slacks for gentlemen, and a nice top/blouse with a skirt or dress slacks, or dress for ladies]**. If you have **ANY** questions on what constitutes “professional attire”, please don’t hesitate to ask me **PRIOR** to the guest’s appearance. Improper attire will not be tolerated!

Written Work Requirement: All written work will be evaluated on grammar, punctuation, & spelling. I highly encourage you to seek support from the SHRM peer writing tutor, **Anthony Mirabito**. He is located in the group breakout room near the advising hallway. His office hours will be posted to the announcements section of the course Bb Learn site when determined.

Group Work requirement: Group work means that ALL members of the group are required to perform an equal amount of work. Group members will be required to rate their fellow members on the amount of work performed by each of their peers. The final grade will be adjusted accordingly based on the average percentage reported from your peers.

Communication: In this course we will communicate via the **Course Message** tool in Blackboard (Bb Learn). You will find this under “Course Tools” on the left hand side of the HA 240 course Blackboard site. You should check this section at least **twice** a day, because this is the primary means I will use to communicate with the class. Moreover, unless there is an emergency, this is also the means through which you should communicate with me. Like you, I receive a significant number of email messages daily, and this tool allows us to keep all course-related communication in one place. Important announcements will also be placed in the Announcements section on BBLearn. If you will miss class or be late for any reason, please text me so that I am aware.

Academic Integrity: In order to enrich your understanding of leadership, you may wish to consult outside sources. While this is highly recommended, you must thoroughly document **ALL** work that is not yours. Failure to do so constitutes plagiarism (to steal or pass off as one’s own). As stated in NAU’s Academic Integrity Policy in the Student Handbook, “An NAU student’s submission of work is an implicit declaration that the work is the student’s own” (<https://policy.nau.edu/policy/policy.aspx?num=100601>).

Academic dishonesty includes, **but is not limited to**, cheating on an exam, stealing exam questions, substituting one person for another at an exam, falsifying data, destroying, tampering with or stealing a computer program or file, copying all or part of a paper or project, signing another student’s name to an attendance sheet or violating the integrity of any assignment to which points are assigned. ***Failing to properly document your sources within the text of your assignment, and/or not including a reference page is plagiarism.*** Students who allow their work to be copied are equally accountable and subject to the same penalties. Anyone who is found committing these or other acts of academic dishonesty will receive a **FAILING GRADE (F)** for the **entire course**. There is too much at stake to ruin your bright future, so don’t risk it!

Documented Disability Accommodations: If you have any condition, such as a physical or learning disability, that makes it difficult for you to carry out the work as it has been outlined in this syllabus, please contact me **IMMEDIATELY**. The Disability Resource Center (DRC) provides academic accommodations for students with documented disabilities, who are otherwise qualified for university programs. If you have a documented disability that may require assistance, please contact the DRC located on the 2nd floor of the Health & Learning Center (Room 2050), or call 523-8773.

Diversity Statement: NAU defines diversity as the whole of the human experience. The human experience is marked by its complexity, shaped by historical, social, economic, and political phenomena, and is characterized by differences. It is the official policy of Northern Arizona University to prohibit discrimination, to inform individuals of their right to be free of such behaviors, and to promote the safety of all individuals at university sites and activities (<http://nau.edu/Diversity-NAU/Forms/Safe-Working-and-Learning-Environment-Policy/>).

End of term week: NAU is committed to the academic success of our students. As such, this policy was developed to ensure that students are not overly burdened at the end of the term with non-academic activities, new course assignments, or evaluations of their work which are not in

accord with generally accepted University practice, precedent, or policy (<http://nau.edu/Student-Life/Student-Handbook/Academic-Policies/>).

Policy on Religious Holidays: Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during the semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify me no later than Friday, **20 January** of her or his intention to participate in religious holidays, which do not fall on state holidays or periods of class recess. This policy shall not apply in the event that administering the test or examination at an alternate time would impose an undue hardship on the instructor or the university, which could not reasonably have been avoided.

FCB Communication Center: As part of the W.A. Franke College of Business, SHRM students have access to the Business Communication Center (FCB Rm 114). The BCC provides in-person consultations, both one-on-one and in small groups (<http://franke.nau.edu/bcc/>). More importantly, SHRM has a dedicated peer writing tutor to assist with writing assignments. I highly recommend you use these services to enhance the quality of your writing. The ability to communicate, both orally and written, is one of the key skills industry professionals believe is essential for success.

Advising serves primarily as a clearinghouse for student-related services provided by the School of Hotel & Restaurant Management. You should go to this office at any time if you a) have a question about your academic standing; b) need academic advising; c) need petition forms, enrollment in full class forms, or forms for work experience or independent study; d) need a change of major formed signed by the Dean; e) are applying for graduation; or f) are seeking information regarding scholarships. For an advising appointment, visit the front desk.

NAU Policies: Follow this link for all of NAU's Academic Affairs Policies: <http://nau.edu/university-policies/academic-affairs/>.

Class outline/Tentative schedule (schedule subject to change based on guests and tours):
 A calendar of due dates and upcoming tours/guest speakers is kept up to date on bblearn.

Date	Activity	Items Due
January 18, 2017	Syllabus & Expectations	
January 23, 2017	Chapter 1	
January 25, 2017	Chapter 1	
January 30, 2017	Chapter 2	
February 1, 2017	Chapter 2	Quiz #1
February 6, 2017	Chapter 3	
February 8, 2017	Class relocated: 6 pm to 7 pm, location TBD	Steve Joyce, CEO Choice Hotels
February 13, 2017	Chapter 4	
February 15, 2017	Chapter 4	
February 20, 2017	Chapter 5	
February 22, 2017	Chapter 5	Quiz #2
February 27, 2017	Chapter 6	
March 1, 2017	Chapter 6	
March 6, 2017	Chapter 7	
March 8, 2017	Chapter 7	
March 13, 2017	Spring Break	Have Fun!
March 15, 2017	Spring Break	
March 20, 2017	Chapter 8	
March 22, 2017	Chapter 8	Quiz #3
March 27, 2017	Chapter 9	
March 29, 2017	Chapter 9	
April 3, 2017	Chapter 10	
April 5, 2017	Chapter 10: EC 6 pm to 7:30 pm, Ashurst	Patricia Harris, McDonalds CDO
EC Opportunity: 6 pm to 7:30 pm, Ashurst, Patricia Harris, McDonalds former Chief Diversity Officer		
April 10, 2017	Chapter 11	
April 12, 2017	Chapter 11	Quiz #4
April 17, 2017	Chapter 12	
April 19, 2017	Chapter 12	
April 24, 2017	Chapter 13	
April 26, 2017	Chapter 13	Quiz #5
May 1, 2017	Chapter 14	
May 3, 2017	Chapter 14	
May 8, 2017	Final Exam (4 pm class)	3 pm – 5 pm (Final project due)