

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 (MWF 9:10 – 10:00): HRM 111
Office: SHRM 101
Office Hours: M – TH 7 AM – 9 AM; & by appointment
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Texts (required): *None Required*

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	Approximate Percent of grade
Syllabus Quiz	25	8%
Resort Reservation Report	25	8%
Destination Project	25	8%
Final Project	100	33%
Module Summaries (4 @ 25 points each)	100	33%
Timeliness & Communication	25	8%
Extra Credit	Variable	
Total	300	100%

Grade Computation: Grades will be allocated as follows:

90-100% = A

70-79% = C

Below 60% = F

80-89% = B

60-69% = D

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. All written work must also be completed in APA format. If you need assistance with APA format, please let me know or check with the Purdue Online Writing Lab at <https://owl.english.purdue.edu/owl/resource/664/01/> . I also highly encourage you to seek support from the SHRM peer writing tutor. Office hours will be posted to the announcements section of the course Bb Learn site when determined.

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. I will also send out announcements via the class listserv via email. Please make sure you set your email to accept emails from me and check your spam or junk email folder regularly so you don’t miss announcements. You should check these 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.

Rarely will we meet on Friday, unless there is a tour or a special guest that cannot make it to Monday or Wednesday. Fridays you are to work on your assignments & projects.

Class Tour: Friday, February 16th, Enchantment Resort (lunch provided) meet in HRM parking lot at 8 am, will return before 5 pm. Sign-up sheets & institutional excuses will be provided. Dress is Business Casual. Required Attendance!

Class lectures will be based on guest speakers and information relevant to the modules being presented.

There will be three types of assignments for the Resort Management Web Class. They will account for the majority of your grade for the class.

1. **Projects** — these three projects will give students the opportunity to use the Internet to learn about resort operations.
 1. Resort Reservation Project, 25 points due **February 11th**
 2. Resort Destination Project, 50 points due **March 11th**
 3. Resort Final Project, 100 points due **May 6th**

Links — FINAL PROJECT WEB SITES: Instructions for each on BBLearn

Golf course assignment web site:

Located on BBLearn

Spa assignment web sites:

<http://www.desertspringsspa.com/>

<http://www.ihilani.com/>

<http://www.thephoenician.com/index3.html>

<http://www.fourseasons.com/>

Specialty restaurant assignment web sites:

www.darden.com or www.brinker.com

2. **Module Assignments** — these assignments will be due at the end of each module and give students the opportunity to demonstrate knowledge learned from the module. They will each be worth 25 points.
 1. Module 1, Introduction to Resort Management - due February 4th
 2. Module 2, Resort Operations - due March 4th
 3. Module 3, Resort Marketing - due April 8th
 4. Module 4, Resort Finance - due May 6th

It is the student's responsibility to keep up with these projects and assignments. A portion of the grade will be based on timely submission. If you have questions or would like to discuss any of these with your professor, please correspond through e-mail.

All assignments must be submitted through the SafeAssign plagiarism software. If a check box does not appear in the "assignment submission" section that states "I agree to submit my paper(s) to the [Global Reference Database](#)" then you may need to close your browser and reopen bblearn. If you have questions, please contact me.

Assignments not submitted properly will not be graded.

Required & Extra Credit events

<p style="text-align: center;">Extra Credit Opportunity February 7, 2018 Conversation with CEO: Tom Perkins: CEO of Core-mark 5:30 pm – 7:30 pm Ashurst</p>
<p style="text-align: center;">Required Attendance Feb 16, 2018: Tour of Enchantment Resort</p>
<p style="text-align: center;">Required Attendance Feb 23, 2018: Tour of Pine Canyon</p>
<p style="text-align: center;">3/19 – 3/25: Spring Break Week</p>
<p style="text-align: center;">Required Attendance March 28, 2018 Conversation with CEO: Alan Fuerstmann: CEO of Montage Resorts 5:30 pm – 7:30 pm Ashurst</p>
<p style="text-align: center;">Required Attendance Diversity Discussion with an Executive, sometime in April: Date TBD</p>