

HA 401, Summer 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 (Online)
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Texts (required): None

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 student to the operations of modern day resorts and will compare and discuss these operations to other hospitality lodging products.

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
Resort Reservation Report	25	8%
Destination Project	50	17%
Final Project	100	33%
Module Summaries (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
80-89% = B

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

Below 60% = F

Class Policies: Because this is a web class, it is incumbent on the student to manage their time wisely and move through the class material on schedule. It is the student's responsibility to learn by accessing web sites and communicating with the professor. This is a summer class and will be completed on August 8th. **No incompletes or extensions will be given to students. Final summer grades will be turned in as scheduled by the registrar's office. No exceptions. It is very important that you have communicated with the instructor in the first two weeks of class. You must email the instructor through bblearn and receive a reply in this time frame to insure that communication channels are open.**

Standards & Expectations: As most organizations have standards, so shall 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:

- ask questions to ensure you understand the material and its relevance.
- treat your classmates with dignity and respect.
- contribute to discussion.
- **HAVE FUN!**

Written Work Requirement: All written work will be evaluated on grammar, punctuation, & spelling.

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 401 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.

Academic Integrity: In order to enrich your understanding of Resort Operations, 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/>).

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/>). 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/>.