UNIVERSITY OF NORTH TEXAS
COLLEGE OF MERCHANDISING, HOSPITALITY, & TOURISM
Spring - 2021
HMGT 3260 Resort and Club Management

Course Instructor
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Office Hours: By appointment only

Greetings from Dr. Joe O'Donnell
Welcome to Spring 2021 and HMGT 3260. I am delighted and honored to have the opportunity to serve as your online instructor for this class! As an individual who worked in the private club industry for over two decades with all of that time with ClubCorp I can provide you with experience based instruction. Please do not hesitate to contact me at any time that you may have concerns or questions. Your success is my success!

COURSE DESCRIPTION
This course is an introduction to Managing Resorts and Private Clubs with emphasis on needs assessment, planning and development, marketing, hiring, staff evaluation and management, legal issues, and financial management.

This class is taught 100% online and to that end, there are no required class meetings. The class is designed as an online textbook so a book does not have to be purchased.

Before beginning the course, you might find it helpful to check your browser version and computer settings. You can also find a quick and easy automatic way to check this by using the **Check Browser** link at the top right corner of the page when you first log into Canvas

Tentative Class Schedule* *(subject to change as needed)*

==See the Separate File that is Posted on Canvas==

Required Text
Content is embedded within the course; a textbook does not need to be purchased.

Course Objectives
 Upon completion of this course, students will:
- Have acquired knowledge pertaining to the private club and resort components of the hospitality industry
- Be able to comprehend the unique challenges inherent to private club and

resort management
- Be able to develop an understanding of the relationship between marketing, customer satisfaction, operation and financial results
- Be able to understand the job opportunities in this field, their requirements and the exciting longer term career possibilities

Information Access

Access to this class is via the Canvas Learning platform using UNT computers on campus or anywhere that offers Internet service. After entering Canvas through the UNT website, students will be asked to provide their user name (EUID) and password (Personalized password).

Before beginning the course, students should check the browser version and computer settings of the machine being used. A quick and easy way to check is by clicking the Check Browser link at the top right corner of the Canvas Learn page when first logging into the system.

Attendance Policy

The time spent logged on to Canvas will be monitored. Students are expected to log on to the class at least twice a week as there will be frequent messages from the instructor or fellow students. Also, the teacher reserves the right to drop students who are not contributing regularly within the online venue.

Server Failure

In the unlikely event that the Canvas server should fail and students cannot access course materials...DON'T PANIC! A failed log-in attempt will generate a pop-up message the estimates when the system will be up and running. The same information should be displayed on the UNT homepage (www.unt.edu), but this is frequently slower to occur. Downtime is usually brief, but if not, the system is monitored and students will not be penalized for system problems. If students submit the assignment within 24 hours once Canvas is backed up and running, it will be considered "on time". Even better, students should not wait until the last minute to submit assignments!

If a problem with Canvas software is encountered, students may email questions to helpdesk@unt.edu, or phone (940)565-2324, or visit the Sage Hall, Room 330D for personal assistance during regular business hours. The UIT Helpdesk is Open the following hours:
- Monday-Thursday 8am-midnight
- Friday 8am-8pm
- Saturday 9am-5pm
- Sunday 8am-midnight

Revisions

The instructor reserves the right to revise this syllabus, class schedule, and list of course requirements when he/she deems such revisions will benefit the achievement

of course goals and objectives. Changes will be announced on Blackboard Learn.

Activities
- Online Lectures
- Online Group Discussions
- Assigned Readings
- Article Reviews
- Exams and Quizzes
- Case Studies

Honor Policy
A student caught cheating or plagiarizing will be reported for honor violations. Penalties range from receiving an F in the class to expulsion from the university.

Evaluation Criteria
Course work will be evaluated on the following basis:

Activity	Points
Introduce Yourself	50
Business Links Article/Private Clubs Paper	75
Article Review/Accident	75
Discussion Board Postings (2 @ 50 ea.)	100
Content Quizzes (20 @ 5 pts ea.)	100
Exam 1	100
Exam 2	100
Exam 3	100
Total Points	700

The final grade for the course will be calculated on the following basis:

A	90%-100%
B	80%-89.9%
C	70%-79.9%
D	60%-69%
F	<60%

Submission of Assignments
As future career professionals, students must assume the responsibility of completing all assigned work and meeting established deadlines for this class. The Calendar and Assignments can be accessed by selecting the appropriate icons found on the Home Page of the course.

Assignments must be submitted online **Five (5)** points will be deducted for **each** calendar day that an Assignment is not submitted. Assignments will **NOT** be accepted

after the **fourth day** following the submission date, and subsequently a score of "0" points will be recorded for the missed assignment.

Guidelines:
- All papers must be submitted in MS Word only.
- All papers should include:
    - Student's name
    - Double spaced
    - Written in essay format
    - Grammar and spelling will be considered in all papers

Exams
Exams may include objective and subjective questions. Examples of objective items include multiple choice and true/false,

Exams will be timed and grades made available after the deadline. Students who experience issues while taking the exam must contact the UNT helpdesk immediately to insure the issue is documented with a helpdesk ticket number. Consideration regarding exam issues will be made by the instructor on an individual basis. Once a student begins an exam, he/she cannot close it out and go back in later to finish it. Exams must be completed in one sitting. In addition, wireless connection is not recommended for test-taking, and the use of a supported web browser on a computer or laptop is preferred to using an iPad. If an iPad is used, the Chrome browser is strongly recommended.

Lastly, students who experience any problems while taking an exam should immediately email the course instructor (Joe O'Donnell).

Grade Disputes
Once a grade is posted, a student has **five (5) working days** to talk to the instructor to dispute the grade. If the student does not meet with the instructor or send her an email within the 5 working days, the assignment grade stands as recorded and will **NOT** be reviewed at a later date.

Technical Requirements and Assistance:
The following information has been provided to assist you in preparation for the technological aspect of the course.
- UNT Help Desk: http://www.unt.edu/helpdesk/index.htm
- Hardware and software necessary to use CANVAS
  http://kb.canvas,unt.edu.com/pages/viewpage.action?pageId=84639794
- Computer and Internet Literacy:
  http://clt.odu.edu/oso/index.php?src=pe_comp_lit
- Internet Access with compatible web browser