

UNIVERSITY OF NORTH TEXAS
COLLEGE OF MERCHANDISING, HOSPITALITY, & TOURISM

Summer 2017

HMGT 3260 - Resort and Club Management

Instructor: Joe O'Donnell, Ed.D.
Phone: 940.369.7290
Cell: 832.334.9360 (preferred)
Email: Joseph.ODonnell@unt.edu
or mo07201954@aol.com
Office: Gateway 066
Office Hours: By appointment
Class Room: 100% online

Greetings from Dr. Joe O'Donnell

Welcome to Summer 2017 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 in the summer semester and to that end, there are no required class meetings. Please note that the accelerated five week delivery of this course will require frequent log in and significant effort to ensure student success.

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 Blackboard Learn.

THERE IS NO REQUIRED TEXTBOOK FOR THIS COURSE

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

<p>Schedule for Five Week I Each week begins on Monday at 12:01 am and closes on Sunday at 11:59 pm</p>	<p>Outline of Weekly Activities and Assignments Lecture Topics will be detailed on Black Board</p>
<p>Week 1 5 Week #1 term June 5 - 11</p>	<p>Online Class Orientation</p> <p>Identify groups and introduce yourself to groups</p> <p>Student Information Sheet (Link on Homepage)</p> <p>Quizzes (Lessons B,C,& D due)</p> <p>Front-9 Lessons available</p>
<p>Week 2 5 Week #1 term June 12 - 18</p>	<p>Exam-1</p> <p>Private Clubs paper</p> <p>Initial Posting for Group Discussion Topic-1</p> <p>Response Posting for Group Discussion Topic -1</p>
<p>Week 3 5 Week #1 term June 19 - 25</p>	<p>Front-9 Quizzes due</p> <p>Back-9 lessons available</p> <p>Accidents do Happen Paper</p>
<p>Week 4 5 Week #1 term June 26 - July 2</p>	<p>Exam-2</p> <p>Initial Posting for Group Discussion topic -2</p> <p>Response Posting for Group Discussion topic -2</p>

<p>Week 5 5 Week #1 term July 3 - July 7</p>	<p>Initial posting for Group Discussion topic -3</p> <p>Response Posting for Group Discussion topic -3</p> <p>Back -9 Quizzes due</p> <p>Final Exam-3</p>
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COURSE OBJECTIVES

- Gain knowledge about the private club and resort component of the hospitality industry
- Comprehend the unique challenges inherent to private club and resort management
- Develop an understanding of the relationship between marketing, customer satisfaction, operation and financial results
- Understand the job opportunities in this field, their requirements and the exciting longer term career possibilities

ATTENDANCE POLICY

- The time spent logged on to Blackboard 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. Time spent online is taken into consideration for borderline cases. Also, the teacher reserves the right to drop those students who are excessively absent from online assignments or inadequate online time.

SERVER FAILURE

- In the unlikely event that the Learn Blackboard server should fail and you cannot access your course materials...DON'T PANIC! When you attempt to log into the course, a message should automatically pop up telling you when things should be back up and running. You should also be able to get the same information from the UNT homepage (www.unt.edu), but this is frequently slower to appear. Down time is usually brief, but if you have something due and cannot submit it, just realize that we know when these problems occur and will not punish you for system server problems. If you submit the assignment within 24 hours once Blackboard Learn is back up and running, it will be considered "on time". Even better however: don't wait until the last minute to submit your assignments!

Should you encounter any problems with the Blackboard software, you may send email questions to blackboardvista@unt.edu, or phone (940)565-2324 or visit the ISB room 119 for personal assistance during regular business hours.

ACTIVITIES

- Online Lectures & Guest Speaker Videos
- Online Group Discussions
- Assigned Readings
- Article Reviews
- Exams and Quizzes
- Case Studies

COMPLETION OF ASSIGNMENTS

- All assignments should be turned in by the date that they are due. The Course Calendar lists all pertinent dates for the class and should be used in conjunction with the Assignments listings. The Calendar and Assignments can be accessed by selecting the appropriate icons found on the Home Page of the course.
- Late assignments will be subjected to a 10% per day reduction in the overall grade. All papers must be submitted in MS Word or .txt format only. Word Perfect and Lotus formats cannot be graded and will not be accepted for a grade. All papers should include your name and a title, be double spaced and written as a paper. Points will be taken off for "bulleted" or list type papers. Grammar and spelling will be considered in all papers. Group discussions must be completed within the scheduled timeframe. You have an obligation to your group to not only meet deadlines but also to cooperate fully and make sure that your input is of the highest quality. Late discussion postings will not receive credit.

GRADING SCALE

ACTIVITY	POINTS
Student Information Survey	10
Discussion: Introduce Yourself	15
Email: Identify Your Group	15
Private Clubs Paper	40
Article Review/Accidents	40
Group Postings	60
Content Quizzes	100
Exam I	50
Exam II	100
Exam III	150
Extra Credit	TBD
TOTAL POINTS	580

POINT RANGE	GRADE
580 - 522	A
521- 464	B

463 - 406	C
405 - 348	D
347 and bellow	F

Vision of the Hospitality & Tourism Management Program

To be the global leader advancing education, creating knowledge, and shaping the hospitality and tourism professionals of the future.

Mission of the Hospitality & Tourism Management Program

Educating students for leadership in the global hospitality and tourism industries and advancing the profession through excellence in teaching, research, and service.

Program Learning Outcomes

Upon graduating with a Bachelor of Science in Hospitality and Tourism Management, students will be able to:

1. Demonstrate basic knowledge of theoretical constructs pertaining to the hospitality and industries.
2. Apply the basic principles of critical thinking and problem solving when examining hospitality and tourism management issues.
3. Apply technical aspects of the hospitality and tourism industry.
4. Demonstrate professional demeanor, attitude, and leadership needed for managerial positions in the hospitality industry.

ACADEMIC REQUIREMENTS

Beginning Fall 2013, students entering UNT who wish to pursue the Bachelor of Science with a major in Hospitality and Tourism Management enter as pre-majors. To declare a major in hospitality management, a student must have completed at least 45 hours of college course work, including HMGMT 1420, HMGMT 1470, HMGMT 1500, HMGMT 2280, HMGMT 2480, HMGMT 2790 and HMGMT 2860, have a cumulative UNT GPA of at least 2.5, and have completed at least 100 documented work hours in the hospitality industry. A grade of C or above must be earned in each merchandising and hospitality management course completed in residence or transferred to UNT. This includes all courses with prefixes CMHT, MDSE, HFMD, DRTL and HMGMT.

- Pre-majors who have completed these requirements and who have a cumulative GPA of at least 2.5 may file a formal application for major status. Approved majors may then enroll in those advanced courses designated “hospitality majors/minors only.”

- Continuing students majoring in Hospitality and Tourism Management are required to have a minimum grade point average of at least 2.35 on all courses completed at UNT.
- A grade of C or above must be earned in each merchandising, digital retailing, hospitality and tourism management course completed in residence or transferred to UNT.

Academic requirements for graduation with a BS from the College of Merchandising, Hospitality and Tourism include:

- A minimum of 2.5 grade point average in the professional field, with minimum grades of C required in all CMHT, MDSE, HFMD, DRTL and HMGH courses.
- A minimum of 2.5 grade point average in all courses completed at UNT.
- A minimum of 2.5 grade point average in all work attempted, including transfer, correspondence, extension and residence work.

Do you want to graduate on time?

- A prerequisite is a course or other preparation that must be completed before enrollment in another course. All prerequisites are included in catalog course descriptions.
- Advisors help you sequence courses correctly for an “on time” graduation. Ultimately, it is a student’s responsibility to ensure they have met all prerequisites before enrolling in a class.
- Students who have not met prerequisites will not be allowed to remain in a course.
- Once classes begin, students often have few, if any, options for adding a different course, which can be an issue for financial aid.

Have you met with your advisor?

- ALL students should meet with their Academic Advisor at least one time per semester (Fall & Spring). Update your degree plan regularly to stay on track for a timely graduation.
- All pre-majors MUST meet with their Academic Advisor to receive an advising code to register for classes each semester.

Advising Contact Information (Chilton Hall 385 – 940.565.4635)

Merchandising and Retailing A-L	Amanda Johnson
Merchandising and Retailing M-Z	Brittany Barrett, MSIS
Hospitality Management A-L	Jaymi Wenzel
Hospitality Management M-Z	Philip Aguinaga, M.Ed.
Home Furnishings & Digital Retailing	Kelly Ayers, M.Ed.

Could you be dropped?

- It is imperative that students have paid for all enrolled classes.
- **Please check your online schedule daily through the 12th class day to insure you have not been dropped for non-payment of any amount.**
- Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc.

Students cannot be reinstated for any reason after the 12th class day regardless of situation. It is the student's responsibility to ensure all payments have been made.

Are you receiving financial aid?

- A student must maintain Satisfactory Academic Progress (SAP) to continue receiving financial aid by maintaining a minimum 2.0 cumulative GPA and successfully completing the required number of credit hours based on total registered hours per semester.
- Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.
- Obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

Are you aware of safety regulations?

Students are urged to use proper safety procedures and guidelines. In lab sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this

insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

Do you know the penalties of academic dishonesty?

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

Your submission of any assignment will provide assurance that you have neither given nor received any unauthorized help in its preparation. Students are forewarned that all opportunities for violations will be closely scrutinized and that violators will be subject to appropriate disciplinary action according to the policies set for by University of North Texas.

Do you meet ALL expectations for being enrolled in a course?

- Student are expected to be respectful of others, i.e., other students and faculty. Behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT.
- Students engaging in unacceptable behavior will be directed to leave the classroom and may be referred to the Dean of Students for possible violation of the Code of Student Conduct.
- UNTs expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.deanofstudents.unt.edu
- The College of Merchandising, Hospitality and Tourism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping,

talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

What is SPOT?

The Student Perceptions of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey at the end of the semester gives students the opportunity to comment on how the course is taught. Student feedback is important and is essential as we strive for excellence.

Do you know the date/time of the final exam in this course?

Final exams or other appropriate end of semester evaluations will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. *Please check the calendar early in the semester to avoid any schedule conflicts. Please check Blackboard announcements for date/time of Final.*

Are you thinking about dropping course?

- **A decision to drop a course may affect your current and future financial aid eligibility.** Visit <http://financial.aid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. Talk to your academic advisor or Student Financial Aid if you think about dropping a course.
- A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping a course, and date you are sending the email. This *must be done prior to the UNT deadline to drop a course.*
- If approved, the instructor will contact the Director of CMHT Advising in Chilton 385 where you may obtain a signed drop form. **It is your responsibility to turn in the completed drop slip to the UNT Registrar's office before the deadline to make sure you have been dropped from the course with a "W".** If you are taking only online courses and your instructor approves the drop, please contact the CMHT Director of Advising for instructions.

Do you know what you may be missing?

- Your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check EagleConnect or link it to your favorite e-mail account, please do so to learn about job and internship opportunities, CMHT events, scholarships, and other important information.
- The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

Are you considering transferring a course to meet UNT degree requirements?

Any CMHT equivalent course from another university must receive prior approval from the CMHT academic advisor to insure that all CMHT degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence *must have prior advisor approval*.

Are you an F-1 visa holder?

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component must be approved in advance by the instructor and can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

Do you know what to do in an emergency or UNT closure?

- UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at www.my.unt.edu.
- Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly.
- In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

FINAL EXAM POLICY

- Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.