Please read this syllabus in its entirety. It is important that you understand what is required in this course and the time frames for completing assignments and activities.

**Course Information:**
- Course Name & No.: HFT 4275 Resort Development & Management
- CRN: 11173 – Virtual 201601
- Course Credit Hours: 3
- Semester: Spring 2016
- Department/Program: School of Resort & Hospitality Management
- Meeting Times/Location: N/A
- Format: Online
- Instructor Name: Brian Lerner, Visiting Professor
- Office Location/Hours: TBA/Online, by phone, text or scheduled appointment
- Email: blerner@fgcu.edu
- Phone or Text: 702-515-9394

**Course Description:** Analysis of management systems and methods for the development of full service resorts. Explores management responsibilities for project development, construction, supervision, pre-opening requirements, and operations. Industry tested techniques for attracting travelers and meeting the expectations of resort guests are studied.

**Required Text:**

**Supplemental Reading:** Find and read current “hot” topics in journals and online that are relevant to the assigned chapters in the tentative class schedule for discussion. Restaurants and Institutions, Conde Nast, Lodging, Hotels, Lodging & Hospitality, Harvard Business Review etc. A host of others can be found at [http://www.hospitality-industry.com/index.php/directory/categories/category/magazines/](http://www.hospitality-industry.com/index.php/directory/categories/category/magazines/) If you are looking for peer reviewed articles, you should log into the school library. Many periodicals, that require costly subscriptions, are there for your use at no charge.
Program Mission
The mission of the Resort and Hospitality Management program is to provide students with core
competencies and experiential learning opportunities in preparation for successful management careers
and leadership roles in the resort and hospitality industry and to instill values of lifelong learning and
community service. This course prepares students to become managers in resorts, and other hospitality
facilities. Students learn about the various types of resorts properties and their operations. It is a
composite of discipline areas that allows students to understand the physical characteristics of resorts and
other hospitality areas necessary for overall management of operations. It also provides many
opportunities for students to choose a career path in resort and hospitality management. These
opportunities exist in activities and recreation, accounting and finance, food and beverage, front office,
general administration, housekeeping, marketing and sales, and risk management departments. According
to the Bureau of Labor Statistics (BLS), www.bls.gov resort management doesn't show any sign of
regression and is expected to grow faster than the average of all jobs through 2015.

Program Learning Outcomes
Upon successful completion of the program students will be able to:
1. Identify and demonstrate content/discipline, proficiencies and skills relevant to the operational
areas of Resort and Hospitality Management.
2. Choose experiential learning opportunities in the field of Resort and Hospitality Management that
can develop professional judgments and leadership skills.
3. Communicate effectively.
4. Evaluate information and make decisions using critical thinking and problem solving skills.
5. Develop an awareness of the importance of community service, ethical values, and life-long
learning.

Course Learning Objectives
At the completion of this course, students should be able to:
1. Identify the economic, social, and environmental considerations in the resort planning
and development process.
2. List the steps in the resort planning and development process and the participants
involved, emphasizing the role of management.
3. Distinguish facilities planning for resorts from that of other types of hotels and outline
the characteristics of the leisure market.
4. Present alternative planning concepts for resorts, and point out special planning
considerations for elements common to all resorts.
5. Summarize the site requirements, financial aspects, and management requirements of the
major resort recreational activities.
6. Describe front-of-the-house operations and functions and define the relationships
between heart-of-the-house departments and the services they provide.
7. List the four basic steps in the risk and insurance management process and the
development of a resort safety and security program
8. Use resort and hospitality management vocabulary to improve communication skills
(using APA style effectively in conceptual based report writings).
9. Design a marketing strategy and appraise the media, methods, and materials used in
resort advertising and promotion.
10. Measure profitability, outline profit planning procedures, identify methods of evaluating
investment alternatives for financing, and analyze trends in resort design and technology.
<table>
<thead>
<tr>
<th>ALC/ILO/ PLO Learning Objectives</th>
<th>Course Learning Outcomes</th>
<th>Assessment Use To Measure Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content/Discipline Knowledge &amp; skills</strong></td>
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<tr>
<td>1. Identify the economic, social, and environmental considerations in the resort planning and development process.</td>
<td>Exams and Assignments</td>
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<td>2. List the steps in the resort planning and development process and the participants involved, emphasizing the role of management.</td>
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<tr>
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<td><strong>Communication</strong>                                                                                   Use resort and hospitality management vocabulary to improve communication skills (using APA style effectively in conceptual based reports writings).</td>
<td>Written Projects</td>
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<td><strong>Critical/Analytical Thinking</strong>                                                                Design a marketing strategy and appraise the media, methods, and materials used in resort advertising and promotion. Measure profitability, outline profit planning procedures, identify methods of evaluating investment alternatives for financing, and analyze trends in resort design and technology.</td>
<td>Exams and Assignments</td>
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TEACHING METHODOLOGY

This course includes instructor presentations, discussions, exams, student presentations, case studies and internet information gathering, assessment and analysis. Students are expected to read and be prepared to discuss assigned materials.

STUDENT RESPONSIBILITIES

This course is reading intensive and can be complex. To be successful, students should:

1. Read, study, and make notes, on the assigned chapters in textbook and supplemental books on reserve in the library each week.
2. Read, analyze and do ALL assignments listed in the tentative schedule.
3. Research and develop your own ideas and personal experience examples that relate to each topic listed in the tentative schedule.
4. Active participation in class discussions and interactive exercises.

TECHNICAL REQUIREMENTS/SKILLS

Online Course Information:

This course is completely online consisting of discussion boards, quizzes, exams along with and individual case study and a group project. All materials are delivered and are to be submitted online through Canvas only. You can log in from any computer at any time. If you do not have a computer, one is available to you in the computer labs located at each campus. Students are expected to know how to access the internet, sign into Canvas and meet the course requirements.

1. Microsoft Word
2. Microsoft PowerPoint
3. Microsoft Excel

Coursework: All coursework must be completed regardless of the situation for a student to receive credit for the course. There are no make-up exams or extensions for assignment submissions without good reason AND prior consent from the instructor. Please do not be offended if you are asked for documentation of the precipitating event if you are asking for extensions or make-ups. Also, unless you are incapacitated, contacting me after the assignment or exam was due usually results in a zero for the assignment.

Attendance & Participation via Discussion Boards (60 points): This class has 6 scored discussion boards. The attendance/participation of students in the scored and non-point earning discussion boards is an essential part of the learning process and will be a factor in the determination of the final grade. Students are expected to participate in discussions boards with substantive posts that provide opinions, insights and facts relevant to the subject matter. It is the student’s responsibility to log in regularly. Discussion boards have limited posting dates. No late postings will be accepted or scored and will not count towards the point accumulation total.

Quizzes (14 @ 10 points each): There will be short quizzes given for each chapter to ensure student comprehension/awareness of basic information learned from the reading.

Exams (2@150 points each): There are three non-cumulative exams of 50 questions each, with a two hour time limit. Exams will come from discussion boards, the text and other materials presented or referenced.
**Final Exam (1 @ 300 points):** The final is cumulative.

**Group Resort Assignment (200 Points):** Further information will be provided in the coming weeks. Submissions must be in Word format, Times New Roman font, 12 point, double spaced and in APA format.

**GRADING**
Grades are based on an accumulation of points. There are no make-up opportunities for missed quizzes, exams or project submissions. Once the deadlines have passed, no submissions are accepted. I do not adjust grades. The grade you earn is the grade you get.

<table>
<thead>
<tr>
<th>Discussion Boards</th>
<th>60 points</th>
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<tbody>
<tr>
<td>Quizzes (14 @ 10)</td>
<td>140 points</td>
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<tr>
<td>Exams (2 @ 150)</td>
<td>300 points</td>
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<tr>
<td>Final Exam (1 @ 300)</td>
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<tr>
<td>Project</td>
<td>200 points</td>
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<td>Total</td>
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<th>Range</th>
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<th>Range</th>
<th>Letter</th>
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<tbody>
<tr>
<td>931 -1000</td>
<td>A</td>
<td>751 – 780</td>
<td>C</td>
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<tr>
<td>901 - 930</td>
<td>A-</td>
<td>721 - 750</td>
<td>C-</td>
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<tr>
<td>871 - 900</td>
<td>B+</td>
<td>691 – 720</td>
<td>D+</td>
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<tr>
<td>841 - 870</td>
<td>B</td>
<td>661 - 690</td>
<td>D</td>
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<tr>
<td>811 - 840</td>
<td>B-</td>
<td>631 - 660</td>
<td>D-</td>
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<tr>
<td>781 - 810</td>
<td>C+</td>
<td>&lt;631</td>
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<tr>
<th>Week/ Module</th>
<th>Dates</th>
<th>Scored</th>
<th>Reading</th>
<th>Discussions</th>
<th>Assignments</th>
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</tr>
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<tr>
<td>1</td>
<td>1/6 - 1/10</td>
<td>1</td>
<td>Chapter 1</td>
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<td>Quiz 1</td>
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<td>3</td>
<td>1/18 - 1/24</td>
<td>2</td>
<td>Chapter 3</td>
<td>Choose the property for the group project</td>
<td>Quiz 3</td>
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<td>1/25 - 1/31</td>
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<td>Chapter 4</td>
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<td>Quiz 4</td>
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<td>2/8 - 2/14</td>
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<td>Chapter 6</td>
<td>Quiz 6, Take Exam 1</td>
<td>Quiz 6, Take Exam 1</td>
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<tr>
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<td>Chapter 13</td>
<td>Submit Group Project</td>
<td>Quiz 13</td>
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<tr>
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<td>4/4 - 4/10</td>
<td>6</td>
<td>Chapter 14</td>
<td>Quiz 14</td>
<td>Quiz 14</td>
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</tr>
<tr>
<td>15</td>
<td>4/11 - 4/17</td>
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<td>Study for final exam</td>
<td>Quiz 15</td>
<td>Quiz 15</td>
<td>Quiz 15</td>
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<tr>
<td>16</td>
<td>4/18 - 4/25</td>
<td>6</td>
<td>Take the final exam</td>
<td>Quiz 16</td>
<td>Quiz 16</td>
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</tr>
</tbody>
</table>

The instructor reserves the right to amend the tentative schedule as deemed necessary.
OPTIONAL READING MATERIALS
The following reading materials can be used to enhance your understanding of the course: Accounting Journals

General Business Management

Hospitality Management

Academic Behavior Standards and Academic Dishonesty - All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the “Student Code of Conduct” on page 11, and “Policies and Procedures” sections on pages 18 - 24. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at http://studentservices.fgcu.edu/judicialaffairs/new.html

Copyright – The University requires all members of the university community to familiarize themselves and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under university policies.

Disability Accommodations Services - Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall 137. The phone number is 239 - 590 - 7956 or TTY 239 - 590 - 7930

University Policy about Student Observance of Religious Holidays - All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence
University Policies and Standards:

Grading Policies and Grading Systems - The grading system at FGCU is described in the FGCU Catalog and is overseen by the Office of Planning and Institutional Performance. (http://www.fgcu.edu/catalog/)

In accordance with FERPA (Family Educational Rights and Privacy Act, 1974), grades may not be announced in class or displayed in any public view by use of the Student ID number (or social security number) in a paper or electronic format. Electronic display format includes email or a web-based environment such as Canvas.

Retention of Papers, Tests, Student and Class Records - University policy dictates that any materials, hardcopy or electronic, that contribute to the determination of a course grade be maintained by individual faculty for one full academic year after the end of the semester. In addition, departments/programs must maintain all records pertinent to grades for any faculty no longer with the university.

Eagle Mail - is Florida Gulf Coast University’s student e-mail system. Your FGCU Eagle Mail account MUST be activated. If you are a first time student, you will need your PIN and Student ID, both of which are assigned at registration.
- If you don’t know your PIN, you will need to go to the Registrar's office to retrieve it.
- To activate your account, visit http://admin.fgcu.edu/IS/applications/studentaccts/activate.asp. - The Canvas (at http://elearning.fgcu.edu) will be used as the primary application for learning and communication. Additional course information may be distributed via Eagle Mail, so make sure you know how to retrieve your Eagle mails, and check it very frequently (at least once a day). - Log in to Canvas at http://elearning.fgcu.edu. You need to use FGCU Eagle Mail account and password to log in.
- Assignments, instructions, and other course information on Canvas are integral components of the course material and are hereby incorporated as part of this syllabus.

The FGCU Writing Center - assists student writers through free, accessible, learning-based writing consultations. Our primary goals are to help students improve their abilities to think independently, to write critically, to learn and implement strategies that will assist them in producing effective writing assignments. Consultants help writers with brainstorming, formulating a clear thesis, developing their ideas, and revising. Writing Center sessions are designed to assist writers in improving their ability to revise independently. Writing Consultants also help writers identify issues of style and mechanics; however, they do not edit or proofread. The Writing Center is located in Library West, 202C. Library West is not accessible from the main Library building (Library East). Phone: 239/590-7141