



## **TOUR 470 Senior Seminar**

**Spring 2010**

Day/Time: Designated Tuesdays (4:30 - 7:10)

Location: PW-BRH 134

Professor: Dr. Russ Brayley

Office Location: 208 Bull Run Hall

Office Hours: Tues & Thurs 10:30 a.m. - 1:00 p.m. and other times by appointment

Phone Number: (703) 993-4698 Fax Number: (703) 993-2025

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### **PREREQUISITES:**

Only TEM majors in senior year. TOUR 241, TOUR 340, TOUR 440, HEAL 323, PRLS 410

### **COURSE DESCRIPTION**

This course focuses on current issues in tourism and event management through a capstone educational experience. Also, career development strategies will be discussed.

### **COURSE OBJECTIVES**

At the completion of this course students should be able to:

1. Analyze current trends and issues in the tourism and events management field.
2. Conduct research using public and secondary data.
3. Prepare a technical report and make recommendations for management.
4. Identify, create and assess materials pertaining to career placement in the tourism or events field.

### **REQUIRED TEXT**

No required text, Newspaper subscription encouraged.

## EVALUATION

### *Requirements*

1. Issue analysis (150 points)
2. Debate (150 points)
3. Career Book (160 points)
- 4 Attendance/Participation (140 points)

Missing more than two seminars will result in an 'F' grade (regardless of point distribution). Significant tardiness or leaving early may also count as an absence.

### *Grading Scale*

The following semester point accumulation scale will be used by the instructor as a guide for determining the final grade:

480 to 500 = A+  
460 to 479 = A  
450 to 459 = A-  
440 to 449 = B+  
410 to 439 = B  
400 to 409 = B-  
390 to 399 = C+  
350 to 389 = C  
300 to 349 = D  
299 and below = F

## SCHEDULE

Meeting dates (4:00 - 7:10 p.m.)

January 19	Introduction, Professionalism, Ethics
January 26	Problems and issues, Career development
February 2	Issue discussion, Technical reports
February 9	The art of persuasion, Leadership
February 16	Debate
February 23	Debate
March 2	Open forum, Exit Interview

**Additional Information:**

1. Turn off or silence all sound emitting devices before entering the classroom.
2. Make-up exams, assignments, other learning activities, or tutoring necessitated by absence from class will only be provided if the absence is excused. When tardiness or an absence is anticipated, it is the responsibility of the student to advise Dr. Brayley at a professionally appropriate time (preferably before, but no later than the scheduled end of the class period). However, notification alone does not necessarily excuse the absence. Further documentation should be offered and may be required.
3. Laptop computers may be used for note-taking and in-class topical research. Other activities during the class period (including work on projects unrelated to this class, social networking, recreational web-surfing, and personal entertainment) are distracting and professionally inappropriate.
4. Students who require special accommodations due to disabilities (documented by the Disability Support Services office), or student athletes and student government officers who have duties that occasionally conflict with the class schedule must bring this to the attention of the instructor during the first week of the semester.
5. Electronic versions of assignments will only be accepted when that form is specifically requested by the instructor.
6. Students are encouraged to discuss class or content issues with Dr. Brayley in person. A telephone conversation is the second most preferred way to deal with questions or discuss issues. All e-mail inquiries will be answered but appropriate time should be allowed for the e-mail to be received and a response formulated.
7. The George Mason University Honor Code applies to all aspects of this class.