

**George Mason University**  
**College of Education and Human Development**  
Hospitality, Tourism and Events Management

**TOUR 414 (Section 001) – Hospitality, Tourism and Events Management Finance**  
3 credits, Fall 2016

**Faculty**

Name: Dr. Maggie Daniels  
Office Hours: Mondays, 12:00 – 1:00 p.m.  
Office Location: RAC common area  
Office Phone: 703-993-4279  
Email Address: mdaniels@gmu.edu

**Prerequisites**

D or better in TOUR 200, TOUR 220, PRLS 310, PRLS 410

**Course Postings**

Grades and select handouts will be posted on Blackboard

**Course Delivery Method**

This is a face-to-face course. Under certain circumstances particular sessions may be offered online. I will notify you if a specific class will be held online.

**University Catalog Description**

Develops skills and competencies for the management of financial resources in hospitality, tourism and events management enterprises. Covers economic principles, the time value of money, revenue streams, pricing and expenditure management. Applies fundamental principles to personal financial management.

**Learner Objectives**

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

- 1) Identify similarities and differences between financial management in public, not-for-profit, and commercial contexts of hospitality, tourism and events management.
- 2) Describe economic principles and compute supply and demand.
- 3) Describe and compute the time value of money.
- 4) Describe and compute pricing and expenditure principles.
- 5) Apply appropriate decision-making rules in evaluating business investment opportunities.
- 6) Apply for a government or private grant.
- 7) Apply corporate finance principles to personal financial management.

### **Content Delivery**

The content of this course will be presented during lectures and within readings, postings, activities, problem sets and class discussions. PowerPoint slides, postings and handouts will be used to provide information that complements and extends what is available in your course textbooks. Slides will be posted on Blackboard at the completion of each course segment.

### **Required Texts and Calculator**

Brayley, R.E., & McLean, D.D. (2008). *Financial Resource Management: Sport, Tourism, and Leisure Services*. Champaign, IL: Sagamore Publishing

Siegal, C. (2013). *Why didn't they teach me this in school? 99 personal money management principles to live by*. North Charleston, SC: Simple Strategic Solutions.

Calculator: You will need a calculator for this course. It must have the capability to raise a number to a power. Completing calculations on your cell phone or any other type of transmitting device is prohibited.

### **Course Performance Evaluation**

Students are expected to submit all assignments on time in the manner outlined by the instructor.

## Assignments, Examinations and Course Performance Evaluation Weighting

	Weight
<p><b>Attendance</b>  <i>Description:</i> This is an “upside down” classroom, meaning that we will spend a great deal of time in class working on finance assignments. While these in-class assignments are not individually graded, they are assumed to be completed based on your attendance. Attendance will be taken at the beginning of every class. Your overall attendance grade will be determined at the end of the semester based on number of classes attended, with respect to the attendance record taken at the <u>beginning of each class period</u>. You will have one (1) excused absence.</p>	15% (0.15)
<p><b>Corporate Finance Assignments (multiple grades divided by total)</b>  <i>Description:</i> Your corporate finance assignments will prepare you for financial management in a business setting and will include directed readings and/or problem sets. Your lowest corporate finance assignment will be dropped.</p>	15% (0.15)
<p><b>Personal Finance Assignments (multiple grades divided by total)</b>  <i>Description:</i> Your personal finance assignments will allow you to document and analyze your past influences, present practices and future goals in terms of financial management. You will complete a personal finance overview, budget report, spending assignments, credit analysis, housing assignment and final narrative.</p>	15% (0.15)
<p><b>Quizzes (multiple grades divided by total)</b>  <i>Description:</i> Quiz items may be in the form of multiple choice, true-false statements, short answer and/or problem sets. The time allotted for each quiz will vary. Your lowest quiz grade will be dropped.</p>	20% (0.20)
<p><b>Midterm Exam</b>  <i>Description:</i> Midterm exam items may be in the form of multiple choice, true-false statements, short answer and/or problem sets. You will receive a review sheet prior to the exam.</p>	15% (0.15)
<p><b>Final Exam</b>  <i>Description:</i> Final exam items may be in the form of multiple choice, true-false statements, short answer and/or problem sets. You will receive a review sheet prior to the exam.</p>	20% (0.20)
<b>TOTAL</b>	<b>100% (1.00)</b>

### Grading Scale

A+ = 97-100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A = 94 – 96	B = 84 – 86	C = 74 – 76	F = 0 – 59
A- = 90 – 93	B- = 80 – 83	C- = 70 – 73	

## Other Requirements and Class Policies

1. **Attendance, Punctuality and Participation** – Regular attendance and punctuality are essential to your success in TOUR 414. Demonstrate your business acumen by attending all class sessions and being on time. Attendance will be taken at the beginning of each class. Absenteeism, late arrival to class and early leave taking can affect your overall grade in the class. In-class assignments are due during the class time they are assigned and impact your attendance grade. Beyond any grade penalties for ongoing absences or habitual tardiness, the instructor may issue an “F” grade for the overall course if, after written warning, the student’s absence or tardiness continues at a level that constitutes “non-participation.” You will receive one excused absence.
2. **Corporate Finance Assignments: Homework/Directed Readings/Problem Sets** – Throughout the semester, you will regularly have corporate finance assignments, including homework, directed readings and problem sets. These assignments are to be completed independently unless otherwise indicated by your instructor. Take home assignments are due at the beginning of class on the assigned due date. None of these assignments will be accepted late, nor can they be made up. Your lowest corporate finance assignment grade will be dropped.
3. **Personal Finance Assignments** – Throughout the semester, you will regularly have personal finance assignments specific to past influences, present practices and future goals in terms of financial management. These assignments are to be completed independently unless otherwise indicated by your instructor. Take home assignments are due at the beginning of class on the assigned due date. None of these assignments will be accepted late, nor can they be made up.
4. **Quizzes** – Throughout the semester, you will regularly have quizzes. All quizzes will be announced in advance. None of these quizzes will be accepted late, nor can they be taken early or made up. Your lowest quiz grade will be dropped.
5. **Exams** – Exams must be completed on the scheduled dates. Only documented absences will be considered for make-up exams.
6. **Instructor Arrival Policy** – If your instructor is not in the classroom at the start of class time, please wait 15 minutes before leaving.
7. **Inclement Weather Policy** – Call 703-993-1000 in the case of inclement weather to determine if class will be held.
8. **Syllabus Changes** – Your instructor reserves the right to change this syllabus in order to improve the quality of the overall learning experience. Changes may apply to the course schedule, specific activities, evaluation or policies. Any changes will be clearly communicated to all students.

## Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times.

## Core Values Commitment

The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles: <http://cehd.gmu.edu/values/>.

## GMU Policies and Resources for Students

### *Policies*

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- Students must follow the university policy for Responsible Use of Computing (see <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>).
- Students are responsible for the content of university communications sent to their Mason email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students **solely** through their Mason email account.
- Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

### *Campus Resources*

- Support for submission of assignments to Tk20 should be directed to [tk20help@gmu.edu](mailto:tk20help@gmu.edu) or <https://cehd.gmu.edu/api/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.gmu.edu/>.
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing (see <http://writingcenter.gmu.edu/>).
- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach

programs) to enhance students' personal experience and academic performance (see <http://caps.gmu.edu/>).

- The George Mason University Office of Student Support staff helps students negotiate life situations by connecting them with appropriate campus and off-campus resources. Students in need of these services may contact the office by phone (703-993-5376). Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to <http://studentsupport.gmu.edu/>, and the OSS staff will follow up with the student.

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/>.

## Class Schedule

Week	Topic	Brayley & McLean: Chapters Siegal: Principles
1 8/29 & 8/31	Financial Management in Context Life Lesson (Note: Online assignment for 8/31)	Brayley & McLean, 1-6 Siegal, 1-12
2 9/7	Financial Management in Context Budgeting and Saving Lesson	Brayley & McLean, 1-6 Siegal, 13-23
3 9/12 & 9/14	Economic Principles; The Time Value of Money Budgeting and Saving Lesson	Brayley & McLean, 7 Siegal, 13-23
4 9/19 & 9/21	Economic Principles; The Time Value of Money Spending Lesson	Brayley & McLean, 7 Siegal, 24-42
5 9/26 & 9/28	Economic Principles; The Time Value of Money Spending Lesson	Brayley & McLean, 7 Siegal, 24-42
6 10/3 & 10/5	Economic Principles; The Time Value of Money Debt and Credit Card Lesson	Brayley & McLean, 7 Siegal, 43-50
7 10/11 & 10/12	Economic Principles; The Time Value of Money Debt and Credit Card Lesson (Note: This week only, our class will be on <b>Tuesday</b> , 10/11 and <b>Wednesday</b> , 10/12)	Brayley & McLean, 7 Siegal, 43-50
8 10/17 & 10/19	Economic Principles; The Time Value of Money Revenue Management Investing Lesson	Brayley & McLean, 7 Brayley & McLean, 8-12 Siegal, 51-59
9 10/24 & 10/26	<b>Midterm: Monday, 10/24</b> Revenue Management Housing Lesson	Brayley & McLean, 8-12 Siegal, 60-69
10 10/31 & 11/2	Revenue Management Housing Lesson	Brayley & McLean, 8-12 Siegal, 60-69
11 11/7 & 11/9	Revenue Management Insurance Lesson	Brayley & McLean, 8-12 Siegal, 70-73
12 11/14 & 11/16	Expenditure Management and Planning Quick Tips	Brayley & McLean, 13-19 Siegal, 74-99
13 11/21	Expenditure Management and Planning Quick Tips	Brayley & McLean, 13-19 Siegal, 74-99
14 11/28 & 11/30	Expenditure Management and Planning Quick Tips	Brayley & McLean, 13-19 Siegal, 74-99
15 12/5 & 12/7	Quick Tips	Siegal, 74-99
16 12/14	<b>Final Exam: Wednesday, 12/14</b> <b>10:30 a.m. – 1:15 p.m.</b>	

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.



School of Recreation,  
Health, and Tourism