

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

TOUR 414, Section DL3 – Hospitality, Tourism and Events Management Finance
3 Credits, Spring 2021

Class Time: T/R, 10:30 a.m. – 11:45 a.m.

Faculty

Name: Dr. Maggie Daniels
Office Hours: T/R, after class and by appointment
Office Location: Virtual
Office Phone: 703-993-4279
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Prerequisites

C or better in TOUR 214 and TOUR 241

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.

Course Postings

Grades and select handouts will be posted on Blackboard

Course Delivery Method

This course will be delivered online (76% or more) using a synchronous format via the Blackboard Ultra Collaborate housed in the MyMason portal. You will log in to the Blackboard course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available on or before **Tuesday, January 26**.

Under no circumstances, may candidates/students participate in online class sessions (either by phone or Internet) while operating motor vehicles. Further, as expected in a face-to-face class meeting, such online participation requires undivided attention to course content and communication.

Technical Requirements

To participate in this course, students will need to satisfy the following technical requirements:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox is required (note: Opera and Safari are not compatible with Blackboard).
- Students must maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course.

- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of course requirements.
- The following software plug-ins for PCs and Macs, respectively, are available for free download:
 - [Adobe Acrobat Reader: <https://get.adobe.com/reader/>]
 - [Windows Media Player: <https://windows.microsoft.com/en-us/windows/downloads/windows-media-player/>]
 - [Apple Quick Time Player: www.apple.com/quicktime/download/]

Expectations

- Course Week: We will meet synchronously on Tuesdays and Thursdays from 10:30 a.m. – 11:45 a.m. Any exceptions to the schedule will be noted in advance.
- Log-in Frequency: Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials.
- Participation: Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- Technical Competence: Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.
- Technical Issues: Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- Workload: Please be aware that this course is **not** self-paced. Students are expected to meet *specific deadlines* and *due dates* as provided. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- Instructor Support: Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. Meetings will occur via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.
- Netiquette: The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so as others do not consider them as personal offenses. *Be positive in your approach with others and diplomatic in selecting your words.* Remember that you are not competing with classmates but sharing information and learning from others. All faculty are similarly expected to be respectful in all communications.
- Accommodations: Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

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 Text

Siegel, 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.

Optional Text

Brayley, R. E. & McLean, D. D. (2019). *Financial Resource Management: Sport, Tourism, and Leisure Services*, 3rd Edition. Champaign, IL: Sagamore Publishing

Calculator/Excel:

You will need access to a calculator and Microsoft Excel (or equivalent) for this course. Your calculator 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>Attendance, Punctuality and In-class Assignments <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 most of 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 and may also be taken periodically throughout class. Your overall attendance grade will be determined at the end of the semester based on number of classes fully attended. You will have one excused absence.</p>	20% (0.20)
<p>Homework: Corporate and Personal Finance Assignments (multiple grades divided by total) <i>Description:</i> Corporate finance assignments completed outside of class time will prepare you for financial management in a business setting and may include directed readings, blogs and/or take-home problem sets. 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, spending assignment, credit analysis, housing assignment and final narrative. You will have one homework assignment grade dropped.</p>	20% (0.20)
<p>Quizzes (multiple grades divided by total) <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. You will have one quiz grade dropped.</p>	20% (0.20)
<p>Midterm Exam <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>	20% (0.20)
<p>Final Exam <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)
TOTAL	100% (1.00)

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 In-class Assignments** – 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 and may be taken periodically throughout 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. **Homework: Corporate and Personal Finance Assignments** – Throughout the semester, you will regularly have corporate and personal finance assignments to be completed outside of class time. 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 and must be submitted via Blackboard. None of these assignments will be accepted late, nor can they be made up. You will have one homework assignment grade dropped.
3. **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. You will have one quiz grade dropped.
4. **Exams** – Exams must be completed on the scheduled dates. Only documented absences will be considered for make-up exams.
5. **Instructor Arrival Policy** – If your instructor is not in the classroom at the start of class time, please wait 15 minutes before leaving.
6. **Inclement Weather Policy** – Call 703-993-1000 in the case of inclement weather to determine if class will be held.
7. **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://ds.gmu.edu/>).
- 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 or <https://cehd.gmu.edu/api/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.gmu.edu/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking: As a faculty member, I am designated as a “Responsible Employee,” and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason’s Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu.

COVID Addendum

Students must be fully familiar with the document, “Safe Return to Campus and Remote Learning Guidance for Students Enrolled in CEHD Courses,” which is posted as an addendum under the syllabus tab of the course Blackboard site.

Additional Information

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

Class Schedule

Week	Topic	Brayley & McLean: Chapters Siegel: Principles
1 1/26 & 1/28	Financial Management in Context Life Lesson	Brayley & McLean, 1-6 Siegel, 1-12
2 2/2 & 2/4	Financial Management in Context Budgeting and Saving Lesson	Brayley & McLean, 1-6 Siegel, 13-23
3 2/9 & 2/11	Economic Principles; The Time Value of Money Budgeting and Saving Lesson	Brayley & McLean, 18 Siegel, 13-23
4 2/16 & 2/18	Economic Principles; The Time Value of Money Spending Lesson	Brayley & McLean, 18 Siegel, 24-42
5 2/23 & 2/25	Economic Principles; The Time Value of Money Spending Lesson	Brayley & McLean, 18 Siegel, 24-42
6 3/2 & 3/4	Economic Principles; The Time Value of Money Debt and Credit Card Lesson	Brayley & McLean, 18 Siegel, 43-50
7 3/9 & 3/11	Economic Principles; The Time Value of Money Debt and Credit Card Lesson	Brayley & McLean, 18 Siegel, 43-50
8 3/16 & 3/18	Economic Principles; The Time Value of Money Revenue Management Investing Lesson	Brayley & McLean, 18 Brayley & McLean, 9-14 Siegel, 51-59
9 3/23 & 3/25	Midterm: Tuesday, 3/23 Revenue Generation Housing Lesson	Brayley & McLean, 9-14 Siegel, 60-69
10 3/30 & 4/1	Revenue Generation Housing Lesson	Brayley & McLean, 9-14 Siegel, 60-69
11 3/30 & 4/1	Revenue Generation Insurance Lesson	Brayley & McLean, 9-14 Siegel, 70-73
12 4/6 & 4/8	Investment Quick Tips	Brayley & McLean, 15-17 Siegel, 74-99
13 4/13 & 4/15	Investment Quick Tips	Brayley & McLean, 15-17 Siegel, 74-99
14 4/20 & 4/22	Investment Quick Tips	Brayley & McLean, 15-17 Siegel, 74-99
15 4/27 & 4/29	Quick Tips	Siegel, 74-99
16 5/4	Final Exam: Tuesday, 5/4 10:30 a.m. – 1:15 p.m.	

Note: Faculty reserves the right to alter the schedule as necessary and will notify students if changes are made.