

HFT3843 Syllabus

Course Description

This course analyzes the entrepreneurial opportunities in commercial recreation and tourism by examining the process of creating, planning, and managing hospitality, recreation, and tourism business ventures.

THIS COURSE RELATES TO THE STUDENT LEARNING OUTCOMES IN THE BACHELOR OF SCIENCE IN TOURISM, HOSPITALITY, AND EVENT MANAGEMENT PROGRAM THROUGH THE:

- Use accepted techniques of discovery and critical thinking to solve problems independently and evaluate opinions and outcomes within and outside the commercial Recreation and Tourism Industry.
- Explanation and use of qualitative and quantitative analysis through formal and informal assessment strategies.
- Effective production, interpretation, and analysis of written text, oral messages, statistics, reports, and multimedia presentations used in hospitality management-related readings.

Course Objectives

By the end of this course, you will be able to:

1. Explain the importance of entrepreneurial leadership and management related to the development of a business venture in the hospitality, recreation, and tourism industries.
2. State key considerations involved in a decision to either buy or start up a business.
3. Analyze a feasibility study for a hospitality, recreation, and tourism business.
4. Outline the historical development of commercial recreation.
5. Describe the major components of the commercial recreation industry.
6. Explain the behavioral dimensions of commercial recreation.
7. Discuss the environmental, socio-cultural, and economic impacts of commercial recreation.
8. Illustrate research and marketing strategies used in commercial recreation.

Course Policies

Requirements for make-up exams, assignments, and other work in this course are consistent with university policies that can be found on the [UF Attendance Policies website](#).

As this is an online class, you are responsible for observing all posted due dates and are encouraged to be self-directed and take responsibility for your learning.

Grading Policy

Assignments will be graded and feedback given within 5 business days (or 7 days after the due date).

Assignment Breakdown

You will earn points for each assignment in this course. **You can earn 475 total points for the course.** Specific point breakdowns are included below. They are organized into 3 charts that illustrate the difference between specific module assignments and your ongoing assignments.

Module Assignments

Assignment	Point Value	Total Points
Module Quiz (x12)	10	120
Spotlight Discussion (x9)	10 (x7) 20 (2)	110

Spotlight Group Presentation

Project Element	Point Value
Choose Your Topic	Ungraded
Meet Your Group	10
Presentation PowerPoint and Recording	50
Self-Reflection	10
Total Project Points	70

Business Project

Project Element	Point Value
Business Proposal	40
Create Your Logo	15
Advertising Your Business	20
Job Descriptions	20
Website	30
Final Presentation	50
Total Project Points	175

Grading Scale

Grades will be assigned based on the following:

Grade	Percentage
A	100%-94%
A-	93%-90%
B+	89%-87%
B	86%-83%
B-	82%-80%
C+	79%-75%
C	74%-70%
C-	69%-67%
D+	66%-63%
D	63%-60%
D-	59%-55%
F	54%-0%

See the current [UF Grading Policies](#) for more information.

UF Policies, Help, and Support

Accommodating Students with Disabilities

Students with disabilities requesting accommodations should first register with the [Disability Resource Center](#) (352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

If you require additional, non-required texts for educational edification, please contact your instructor with your request.

Academic Conduct

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: 'On my honor, I have neither given nor received unauthorized aid in doing this assignment.'"

The [Student Honor Code and Student Conduct Code](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Technical Difficulties

For issues with technical difficulties for Canvas, please contact the UF Help Desk at:

- helpdesk.ufl.edu
- (352) 392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups due to technical issues should be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You should e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Health and Wellness

- **U Matter, We Care:** If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit the [U Matter We Care website](#) to refer or report a concern, and a team member will reach out to the student in distress.
- **Counseling & Wellness Center:** Visit the [UF Counseling & Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [UF Student Health Care Center website](#).
- **University Police Department:** Visit the [UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111, or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [UF Health Shands Emergency Room/Trauma Center website](#).

Academic and Student Support

- **Career Connections Center:** Career assistance and counseling services. 352-392-1601; [UF Career Connections Center website](#).

- **Library Support:** Various ways to receive assistance with respect to using the libraries or finding resources. [UF George A. Smathers Libraries Ask-A-Librarian website](#)
- **Teaching Center:** General study skills and tutoring. 352-392-2010; [UF Teaching Center website](#)
- **Writing Studio:** Help with brainstorming, formatting, and writing papers. 352-846-1138; [University Writing Program Writing Studio website](#)

Course Evaluations

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at the [Providing Constructive Feedback website](#). Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via the [GatorEvals website](#). Summaries of course evaluation results are available to students at the [GatorEvals Public Results website](#). More information about UF's course evaluation system can be found at the [GatorEvals - Faculty Evaluations website](#).

Tips for Success

Taking a course online can be a lot of fun! Here are some tips that will help you get the most of this course while taking full advantage of the online format:

- Schedule "class times" for yourself. It is important to do the coursework on time each week. You will receive a reduction in points for work that is turned in late!
- Read ALL of the material contained on this site. There is a lot of helpful information that can save you time and help you meet the objectives of the course.
- Print out the Course Schedule located in the Course Syllabus and check things off as you go.
- Take full advantage of the online discussion boards. Ask for help or clarification of the material if you need it.
- Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date.
- Do your work well before the due dates. Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you'll need time to troubleshoot the problem.
- To be extra safe, back up your work to an external hard drive, thumb drive, or through a cloud service.

Privacy and Accessibility Policies

For information about the privacy policies of the tools used in this course, see the links below:

Canvas

Instructure (Canvas)

- [Instructure Privacy Policy](#)
- [Instructure Accessibility](#)

Mediasite

Sonic Foundry (Mediasite Streaming Video Player)

- [Sonic Foundry Privacy Policy](#)
- [Sonic Foundry Accessibility](#)

Zoom

Zoom

- [Zoom Privacy Policy](#)
- [Zoom Accessibility](#)

YouTube

YouTube (Google)

- [YouTube \(Google\) Privacy Policy](#)
- [YouTube \(Google\) Accessibility](#)

Microsoft

Microsoft

- [Microsoft Privacy Policy](#)
- [Microsoft Accessibility](#)

Adobe

Adobe

- [Adobe Privacy Policy](#)
- [Adobe Accessibility](#)

Honorlock

Honorlock

- [Honorlock Privacy Policy](#)
- [Honorlock Accessibility](#)