Department of Tourism, Hospitality and Event Management
College of Health and Human Performance
UNIVERSITY *of* FLORIDA

Entrepreneurship in THEM

LEI3834 | Class # 17862 | 3 Credits | Spring 2026

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Course Info

INSTRUCTOR	**Bob Schalow – Adjunct Professor** Office: Online Cell Phone – 502-468-7655 Email: Bobschalow94@ufl.edu Preferred Method of Contact: Email
OFFICE HOURS	Office hours are MTWTF by appointment
MEETING TIME/LOCATION	Access course through Canvas on UF e-Learning (https://elearning.ufl.edu/) & the Canvas mobile app by Instructure

COURSE DESCRIPTION

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

PREREQUISITE KNOWLEDGE AND SKILLS

There are no prerequisites.

REQUIRED AND RECOMMENDED MATERIALS

Required Textbook

Crossley J., Rood S., Brayley, R., Price -Howard, K., & Holdnak A. (2018) Introduction to Commercial Recreation and Tourism: An Entrepreneurial Approach (7th Ed.). Champagne, IL: Sagamore Publishing.Canvas
ISBN print edition: 978-1-57167-903-1
ISBN ebook: 978-1-57167-904-8

Please Note

Lectures in this course do **NOT** review the textbook reading; therefore, you must read the assigned chapter in each module to have the information needed to complete assignments. The quizzes are heavily dependent on the material you are assigned in each chapter.

COURSE FORMAT

Instructional Method

This course instruction will be taught ONLINE using the UF Canvas Online Learning Platform and comprises multiple formats such as video lectures, class discussions, online interactive sessions, guest speakers, discussion boards, active learning exercises, and fieldwork time.

- Students are responsible for engaging with and completing all assignments, handouts, lecture videos, quizzes, and projects outlined in the course schedule.
- All students are expected to participate in online class discussions, assignments, and projects.
- Assignments must be typed and should follow the American Psychological Association format.
- Students are required to read all assigned materials and be prepared to discuss related content and project work.
- Students are expected to respect peers, guest lecturers, and the instructor during all class activities.
- Students are responsible for regular (daily preferred) visits to the Canvas class website for class schedules and assignments.
- All assignments should be submitted via Canvas unless otherwise noted.

Assignments & Assessments

This course's activities and assignments consist of textbook readings, videos, quizzes, group research presentations, and an ongoing project in which you will create your own business. Unlike traditional classroom readings in which each student gets the same class at a set time and day, the online reading is available to you 24 hours a day and allows students to tailor some of the classwork to their schedule. Please note, however, this course is not self-paced. There are select times during which units and course materials will be available to you. You may view module supplemental lectures and materials at any time during the dates on which the module is open. Given the blended nature of this course, you should regularly check your UF email and course canvas site for class updates and announcements.

Honorlock

This course uses Honorlock for quizzes and exams. Honorlock is an online proctoring service that allows students to take exams on-demand 24/7. There are no scheduling requirements or fees. You will need a laptop or desktop computer with a webcam, a microphone, and a photo ID. The webcam and microphone can be either integrated or external USB devices. Honorlock requires that you use the Google Chrome browser; furthermore, the Honorlock extension must be added to Chrome. For further information, FAQs, and technical support, please visit Honorlock.

Long-term Projects

There are two (2) long-term projects for this course. You will be responsible for knowing what elements of each assignment are due and when. Project management, teamwork, and working with long-term deadlines are necessary entrepreneurial skills, and these projects will allow you to work on those skillsets.

Spotlight Presentation

The Spotlight project is a group research presentation on a small business. You will choose a small business to research and present to your classmates. A list of businesses and a brief overview of each are provided on the [Project Overview page](#) . **You have been assigned to either the Orange Group or the Blue Group.** I will send an email at the beginning of the semester confirming your group. You are responsible for communicating with your group, creating group deadlines for tasks, fulfilling your agreed-upon tasks for the group presentation, and writing an individual self-reflection about your role and what you learned during the presentation development process.

Creating Your Own Business Project

In this ongoing semester project, you will step into the role of an entrepreneur and use what you learn each week to develop your own business model. A linked list of the five (5) major components/assignments for the project is included on the [Business Project Overview page](#).
Before each element's due date, the previous module will include a brief lecture video discussing the upcoming concept and tips for completing that component of the project. The project culminates with your [Final Business Presentation](#), which is essentially a business pitch for potential investors.
This project is NOT a group project, so all work should be yours and yours alone.

Technology

Please note that in this online class, we will utilize technology. Therefore, it is very important to know that you cannot rely on technology all the time. To prevent any problems, always do your assignments well before they are due. If you leave your work until the last minute, problems will arise such as the internet connection not working, the website not working, and/or slow uploading times, etc.
Be sure to **disable your pop-up blocker** to prevent your computer from blocking content in Canvas. If you haven't already done so, I highly advise adjusting your [Canvas Notification Preferences](#) to enable Canvas to send you an email directly. If you are new to Canvas, watch a 4-min [Canvas Overview](#). If you have any questions regarding Canvas, refer to [Canvas Guides](#).

Zoom

Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants. You can find resources and help using Zoom at the [UFIT Zoom website](#).

Minimum Technology Requirements

The University of Florida expects students entering an online program to acquire computer hardware and software appropriate to his or her degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include:
- Webcam
- Microphone
- Broadband connection to the Internet and related equipment (Cable/DSL modem)
- Microsoft Office Suite installed (provided by the university)

Individual colleges may have additional requirements or recommendations, which students should review before the start of their program.

Minimum Technical Skills
To complete your tasks in this course, you will need a basic understanding of operating a computer and using word processing software.

Communication

Canvas Announcements
This is a course about entrepreneurship, and as a small business owner, your ability to find needed information and respond accordingly is a vital skill. Therefore, I will use Canvas Announcements to communicate important course information. Therefore, it is critical that you check your UF Canvas Announcements and email account daily!
Please be aware that if you email me with a question about a topic I've already addressed in the Announcements, I will remind you to check Canvas. After the reminder email, I will not respond to your email unless it specifically addresses the content in the Announcements.

Email Etiquette
As a student and a small business owner, you are also expected to communicate professionally. Email communication should be courteous and respectful in manner and tone. Do not send emails that are casual or demanding.
- Please include your last name and the course number (HFT3843) in the subject line of all emails.
- Please use a proper greeting in your email.
- Please do not expect an immediate response via email. The typical response time will be within two business days, but I usually respond sooner.
- If your email question is sent at the last minute (e.g., shortly before an assignment is due), it may not be possible to send you a response before the due time.

Course Questions Forum
If you have a question not specific to you, consult the Course Questions Forum. It's likely that others have the same questions. Feel free to answer questions posted by your peers.

COURSE LEARNING 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 commercial recreation, tourism, hospitality and event management industries.
2. State key considerations involved in a decision to either buy or start up a business.
3. Analyze a feasibility study for recreation, tourism, hospitality and event management 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, tourism, hospitality and event management industries.
7. Discuss the environmental, socio-cultural, and economic impacts of commercial recreation, tourism, hospitality and event management industries
8. Illustrate research and marketing strategies used in commercial recreation, tourism, hospitality and event management industries

Course & University Policies

ATTENDANCE POLICY

Active participation in discussions is required and is graded. These discussions have due dates and times at which the discussion is closed so plan accordingly.

PERSONAL CONDUCT POLICY

Students are expected to exhibit behaviors that reflect highly upon themselves and our University. As this course requires discussion boards in which arguments are made and defended it is my expectation that this is done respectfully. 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 honor 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 Honor Code (http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult the instructor or TA in this class.

EXAM & ASSIGNMENT MAKE-UP POLICY

There are 12 Quizzes in this course with specific deadlines for each quiz. Late assignments will not be accepted for credit unless arrangements have been made with the instructor prior to the due date for that assignment. Failure to make prior arrangements may result in rejection of work submitted late as rescheduling/accepting assignments is at the discretion of the instructor.

A student experiencing an illness should visit the UF Student Health Care Center or their preferred healthcare provider to seek medical advice and obtain documentation. If you have an illness, family emergency or death, please contact the Dean of Students Office (www.dso.ufl.edu) and follow the DSO Care Team procedures for documentation and submission of a request for make-up assignment (https://care.dso.ufl.edu/instructor-notifications/). The DSO will contact the instructor. Do not provide any documentation to the instructor regarding illness or family emergency. This is your personal and protected information. The DSO is qualified to receive and verify the documents you provide. The instructor will follow the recommendations from the DSO. "Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx."

ACCOMMODATING STUDENTS WITH DISABILITIES

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting their Get Started page at https://disability.ufl.edu/students/get-started/. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

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 https://gatorevals.aa.ufl.edu/students/. 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 https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

Getting Help

Grading

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

Project Element	Point Value
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

Letter Grade	Points Needed to Earn Each Letter Grade	Percent of Total Points Associated with Each Letter Grade	GPA Impact of Each Letter Grade
A	100-93	93.00-100%	4.0
A-	92.99-90	90-92.99-%	3.67
B+	89.99-87	87.00-89.99%	3.33
B	86.99-83	83.00-86.99%	3.0
B-	82.99-80	80-82.99%	2.67
C+	79.99-77	77.00-79.99%	2.33
C	76.99-73	73-76.99%	2.0
C-	72.99-70	70-72.99%	1.67
D+	69.99-67	67.00-69.99%	1.33
D	66.99-63	63-66.99%	1.0
D-	62.99-60	60-62.99	0.67
E	≤ 59.99	0-59.99%	0

Weekly Course Schedule

Date	Details	Due – All Times Eastern Time
January 12th – Week 1	Course Orientation Quiz	Sunday January 18th – 11:59 PM
January 19th – Week 2	M1 Spotlight: Meet Your Group Module 1: Quiz Module 2: Quiz Business Proposal	Sunday January 25th – 11:59 PM
January 26th – Week 3	Module 3: Quiz Module 3: Spotlight Discussion M1 Group Spotlight: Choose Topic	Sunday February 1st – 11:59 PM
February 2nd – Week 4	Module 4: Quiz Module 4: Spotlight Discussion Create Your Logo	Sunday February 8th – 11:59 PM
February 9th – Week 5	Module 5: Quiz Module 5: Spotlight Discussion	Sunday February 15th – 11:59 PM
February 16th – Week 6	Module 6: Quiz Module 6: Spotlight Discussion Job Descriptions	Sunday February 22nd – 11:59 PM
February 23rd – Week 7	Module 7: Quiz Module 7: Spotlight Discussion	Sunday March 1st – 11:59PM
March 2nd – Week 8	Module 8: Quiz Module 8: Spotlight Discussion Advertising Your Business	Sunday March 8th – 11:59 PM
March 9th – Week 9	Module 9: Quiz Module 9: Spotlight Discussion	Sunday March 22nd – 11:59 PM
March 14th – March 22nd	Spring Break	
March 23rd – Week 10	Module 10: Quiz Module 10: Spotlight Discussion Website	Sunday March 29th – 11:59 PM
March 30th – Week 11	Module 11: Quiz Module 11: Spotlight Discussion Final Business Project Presentation	Sunday April 5th 11:59 PM
April 6th – Week 12	Spotlight Group Presentation PowerPoint Spotlight Self Reflection	Sunday April 12th 11:59 PM

SUCCESS AND STUDY TIPS

The most important tip I can provide is to start the assignments early and do not wait till the end of the week or the last minute to complete them.   There is plenty of time allocated each week for the required assignment and you can work ahead if you know your schedule will have conflicts.

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without the permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.