



Selected readings

## **EVALUATION**

### Requirements

1. Semester Project (250 points)
2. Midterm Exam (125 points)
3. Final Exam (125 points)

The semester project involves individual and/or group production and presentation of an extensive report such as: a business plan, consulting report, or financial management portfolio. Whenever feasible, this project will be conducted on behalf of a university or community 'client'.

### *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+
465 to 479	=	A
450 to 464	=	A-
430 to 449	=	B+
415 to 429	=	B
400 to 414	=	B-
370 to 399	=	C+
350 to 369	=	C
300 to 349	=	D
299 and below	=	F

## **TENTATIVE COURSE SCHEDULE**

Weeks 1-2	Basic Economic Theory - Applications to Tourism and Events Management
Week 3	Entrepreneurship: Operating in the Competitive Business Environment
Weeks 4-5	Revenue Generation, Pricing
Weeks 6-7	Expenditure Management, Investment, Purchasing
Week 8	Budgeting Control
Weeks 9-10	Business planning
Week 11	Feasibility analysis in the tourism industry
Week 12	Tourism investment decisions
Week 13	Accounting and control
Week 14	Grantwriting

*Note: Faculty reserves the right to alter the schedule as necessary.*



School of Recreation, Health, and Tourism

- ❖ All students are held to the standards of the George Mason University Honor Code.
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor.
- ❖ **STUDENTS WITH DISABILITIES:** Students having documentation on file with the Disability Support Services Office should bring this to the attention of the professor.

<http://rht.gmu.edu>