

Sample syllabus

Note that this syllabus is from an earlier semester. The current syllabus may differ in all areas except the course description and course objectives.

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 414 Tourism and Events Finance — (3)

Spring 2006

DAY/TIME:	Tues, Thurs: 9 - 10:15 a.m.	LOCATION:	BR 376
PROFESSOR:	Dr. Russell Brayley	EMAIL ADDRESS:	rbrayley@gmu.edu
OFFICE LOCATION:	BR 201c	PHONE NUMBER:	703-993-4698
OFFICE HOURS:	Tues, Thurs 11 a.m. -1 p.m.	FAX NUMBER:	703-993-2025

PREREQUISITES: TOUR 200 and PRLS 410, or POI”

COURSE DESCRIPTION

This course develops skills and competencies for the management of financial resources in commercial recreation, events, resort and tourism enterprises. Students will learn about business planning, feasibility assessment, investment analysis, and basic accounting and operational control, with special emphasis on application to this unique industry.

COURSE 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 recreation, events management and tourism enterprises.
2. Describe the entrepreneurial approach to business decisions.
3. Direct the development of and appropriately evaluate a business plan.
4. Evaluate a feasibility analysis.
5. Perform basic accounting and budgeting functions, including analysis of financial reports.
6. Apply appropriate decision-making rules in evaluating business investment opportunities.
7. Apply for a government or private grant.
8. Determine an effective revenue generation strategy for events and tourism organizations.

REQUIRED READINGS

Brayley, R.E. and McLean, D.D., 1999. *Managing Financial Resources in Sport and Leisure Service Organizations*. Champaign, IL: Sagamore Publishing

Crossley, J., Jamieson, L. and Brayley, R. 2001. *An Introduction to Commercial Recreation and Tourism: An Entrepreneurial Approach*. Champaign, IL: Sagamore Publishing

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.

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