

**HTMT 488 - 001/002 Spring 2008**  
**Strategic Hospitality and Tourism Management**  
**TR 1:40-2:55PM**  
**Beatty Center: Wachovia Auditorium**

**Lead Instructors:** Bob Frash BCTR 326 (953-0827) [frashr@cofc.edu](mailto:frashr@cofc.edu)  
Steve Litvin TCTR 310 (953-7317) [litvins@cofc.edu](mailto:litvins@cofc.edu)

**Course prerequisites:** All HTM major core courses (HTMT444 may be taken concurrently); Senior Standing

**Course objectives:**

The objective of this course is to provide a capstone experience that ties together numerous concepts learned during the student's HTM studies.

**Learning methods:**

The course will be taught by a team of HTMT faculty members, and a variety of guest lecturers. Each will present topics that will focus upon an area of importance for a student concluding his/her studies and about to enter the HTM workplace. The course calendar (attached) lists these topics and the name of the faculty presenter. Students will be expected to be active participants in their learning.

**Required text:**

There is no required text. Readings will be distributed by faculty members and guest lecturers during the semester.

**Academic Integrity:**

The College of Charleston's Honor Code is in effect in this course. Any student caught cheating will receive a failing grade in the course and additional action may be taken. Cheating includes copying someone else's work in exams, quizzes, and assignments. It includes using notes and other aides during exams when not authorized to do so, collaborating with others for take-home exams, using someone else's idea's without referencing them, or turning in an assignment for this class that was submitted, in whole or in part, for another class. Cheating also includes the allowing of one's work to be copied by another and doing work for another student. If you are unclear about what constitutes cheating, please see the Instructor.

**Please Note:**

If there is a student in this class who has a documented disability and has been approved to receive accommodations through SNAP Services, please feel free to come and discuss this with Bob Frash during office hours.

## Grading:

<b>Grading Point Distribution:</b>		<b>Grades:</b>	
Dr. Frash: Business Plan	40	A	93-100
Dr. Smith: Market Analysis	20	A-	90-92
Dr. Pan: Web Strategies	15	B+	87-89
Guest Session Attendance	15	C	73-76
Dr. Litvin: Ethics Seminar	5	C-	70-72
Dr. Litvin: Exit Assignment	5	D+	67-69
<b>Total</b>	<b>100</b>	D	63-66
		D-	60-62

### Group work:

Several of the above assessments are based upon team efforts (to include Dr. Frash's semester-long business plan project). For these, members will earn a pooled team grade. To eliminate social loafing, free riding or any other individual withholding of effort, team member (student) grades may be disputed and revised pending arbitration and confidential peer evaluations. Peer evaluations for team assignments may be requested by any team member should a lack of another member's effort be suspected. Please contact the instructor confidentially should this need arise. Poor peer evaluations can result in a 10% to 40% reduction of an individual's team grade. However, if the preponderance evidence indicates that the student did not offer any significant contribution to the team effort, the student will receive a grade of zero for the assignment in question.

### Class attendance:

Your attendance at all sessions is expected and students are responsible for all content and assignments for each class. In addition, some class periods may incorporate an in-class component. Your failure to be in class on those days can be negatively affect your grade for that section of the course. There may be case studies and other assignments and discussions that require your preparation before coming to class. Failure to do can affect your grade.

*Attendance at guest sessions is mandatory and worth 15% of the grade.*

### Exams:

There are no formal exams for this course and no final exam is anticipated. Grades will reflect performance on course assignments.