### PURDUE UNIVERSITY
REQUEST FOR ADDITION, EXPIRATION,
OR REVISION OF AN UNDERGRADUATE COURSE
(10000-40000 LEVEL)

**DEPARTMENT** Consumer & Family Sciences  
**EFFECTIVE SESSION** Fall 2009

**INSTRUCTIONS:** Please check the items below which describe the purpose of this request.

- [ ] 1. New course with supporting documents
- [ ] 2. Add existing course offered at another campus
- [ ] 3. Expiration of a course
- [ ] 4. Change in course number
- [ ] 5. Change in course title
- [ ] 6. Change in course credit/type
- [ ] 7. Change in course attributes (department head signature only)
- [ ] 8. Change in instructional hours
- [ ] 9. Change in course description
- [ ] 10. Change in course requirements
- [ ] 11. Change in semesters offered (department head signature only)
- [ ] 12. Transfer from one department to another

**PROPOSED:**

<table>
<thead>
<tr>
<th>Subject Abbreviation</th>
<th>Course Number</th>
<th>Long Title</th>
<th>Short Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTM</td>
<td>315</td>
<td>Club Management and Operations</td>
<td>Club Mgmt &amp; Oper</td>
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</table>

**EXISTING:**

<table>
<thead>
<tr>
<th>Subject Abbreviation</th>
<th>Course Number</th>
<th>Long Title</th>
<th>Short Title</th>
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**TERMS OFFERED:**

- [ ] Summer
- [ ] Fall
- [ ] Spring
- [ ] Calumet
- [ ] Cool Ed
- [ ] Ft. Wayne
- [ ] Indianapolis
- [ ] N. Contra
- [ ] Tech Statewide
- [ ] W. Lafayette

**CAMPUS(ES) INVOLVED:**

**CREDIT TYPE:**

1. Fixed Credit Cr. Hrs.: 3
2. Variable Credit Range:
   - Minimum Cr. Hrs: (Check One)
   - Maximum Cr. Hrs: 4
3. Equivalent Credit: Yes

**COURSE ATTRIBUTES:**

- [ ] 6 Registration Approval Type
- [ ] 1 Department
- [ ] 2 Instructor
- [ ] 3 Satisfactory/Unsatisfactory Only
- [ ] 4 Repeatable
- [ ] 5 Maximum Repeatable Credit: 3
- [ ] 6 Credit by Examination
- [ ] 7 Variable Title
- [ ] 8 Honors
- [ ] 9 Full Time Privilege
- [ ] 10 Off Campus Experience

**SCHEDULE TYPE:**

<table>
<thead>
<tr>
<th>Schedule Type</th>
<th>Minutes Per Mq</th>
<th>Meetings Per Week</th>
<th>Weeks Offered</th>
<th>% of Credit Allocated</th>
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<tbody>
<tr>
<td>Lecture</td>
<td>76</td>
<td>2</td>
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<td>Recitation</td>
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<td>Ind. Study</td>
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<td>Pract/Observ</td>
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**CROSS-LISTED COURSES:**

**COURSE DESCRIPTION (INCLUDE REQUIREMENTS/RESTRICTIONS):**

Change Prerequisite: HTM 231

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**Signature:**

- [ ] Cabinet Department Head: 12/4/06
- [ ] Cabinet School Dean: 12-2-01
- [ ] Fort Wayne Department Head: 12-4-06
- [ ] Fort Wayne School Dean: 12-2-01
- [ ] Indianapolis Department Head: 12-4-06
- [ ] Indianapolis School Dean: 12-2-01
- [ ] North Central Department Head: 12-4-06
- [ ] North Central Chancellor: 12-2-01
- [ ] West Lafayette Department Head: 12-4-06
- [ ] West Lafayette College/School Dean: 12-2-01
- [ ] West Lafayette Registrar: 12-2-01

**OFFICE OF THE REGISTRAR**

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HTM 315, Club Management and Operations  Fall 2008
3 Credit Hours

Course Description: This course is designed to provide students with a basic understanding of the private club industry. It is a study of the organization, administration, operation, and opportunities within the private club industry with emphasis on the manager’s duties.

Class Time: Thursdays 4:30 – 7:15 pm
Meeting Place: KT 239
Instructor: Dena Woerner
Phone: Office (leave message) 481-6560; 416-2031 cell
Email: woernerd@ipfw.edu


Course Objectives: Students will be prepared to:

- Describe the nature and appeal of a private club, explain how private clubs are owned, and describe types of clubs.
- Explain the board of directors’ role in a private club, describe the board’s size and makeup, and summarize issues connected with board member tenure, selection, and orientation.
- Describe the role of service in private clubs, define “moments of truth,” and summarize strategies for controlling service encounters.
- Summarize nonverbal, oral and written communication skills club managers should possess.
- Explain how club managers can put together continuous-improvement teams at their clubs.
- Define “marketing research,” describe types of marketing research and sources of marketing data, and explain the role of ethics in marketing.
- Summarize major U.S. employment antidiscrimination laws that affect clubs.
- Outline the organizational structure of club food and beverage operations.
- Explain how financial statements are used by clubs, list the major financial statements, and describe the Uniform System of Financial Reporting for Clubs.
- Identify the fundamental features and functions of email and the World Wide Web and describe Internet applications for clubs.
- List and describe golf facilities typically found at clubs.
Class participation (Class and group discussions, chapter assignments, quizzes) 300
Total 1000

Late Assignments
All assignments are due at the start of class on the day they are due. I will not accept late work. Please note that there are not many opportunities for grades. One missed assignment could result in loosing enough points to cause you to earn an F in this course. There will not be opportunities for make-up assignments.

Attendance Policy
Attendance is mandatory. You will be deducted ½ letter grade for each unexcused absence. In addition, if you miss class when we have a scheduled guest speaker or a planned field trip you will receive a 0 for that activity. It is very important that you show respect by attending classes when hospitality industry professionals are invited to our class. YOU WILL BE EXEMPT FROM THE COMPREHENSIVE FINAL EXAM IF YOU HAVE PERFECT ATTENDENCE.

Group “club” Case Studies:
These will be worked on in your assigned clubs during class. The club will choose one member to be the facilitator for each chapter. Each member of the club must participate in each case study discussion. We will spend approx. 30 minutes per class on the studies.

Projects
Project 1: Each group will choose a type of club to organize (country, city, military, athletic, university, tennis, yacht, corporate, developer-owned). The group will produce an operational and strategic management plan for their club. This plan will include areas of membership, governing, marketing, food and beverage, finance, human resources and a form of recreation (choice of golf, tennis, aquatics, fitness, etc). Remember your mission statement, and strategic goals. This will be presented to the class. PowerPoint presentations are preferred but not mandatory. A written plan will be submitted to the instructor. Be creative and have fun. Projects are due starting on December 4, but may be completed and presented at any time during the semester. You may utilize any sources you feel will be beneficial to your group but sources must be sited.

Project 2: As part of the first project. Each member of the group will chose a “position” in the club. The student will prepare their part of the plan for the group. The student will be graded individually for their part of the final project. This project will utilize the textbook Business Writing.

Periodically there will be writing assignments due out of the Business Writing textbook. These will be graded as part of the later 300 pts of your grade. These assignments will assist you in your final project presentations.

I am here to help you. Please email me or call for an appointment.

Grading Scale:

- 90-100 A
- 80-89 B
- 70-79 C
- 60-69 D
- 0-59 F
October 16  Test 1
October 23  Case Studies
            Chapter 6, Club Book
            Chapter 6, BW Book
October 30  Chapter 7, Club Book
            Chapter 7, BW Book
October 29  Case Studies
            Chapter 9/Chapter 10 Club Book
November 6  Case Studies
            Chapter 11/12 Club Book
November 13 Individual Projects Due
            Test 2
            *Dirty Dancing*
            Chapter 12
November 20  Chapter 13
            *Caddy Shack*
November 27  No Class – Happy Thanks Giving!
            Group Project Presentations
            Chapter 14 Club Book
December 4  Group Project Presentations
December 11 Chapter 14 Club Book
December 18  Final Exam 4:00 – 6:00 pm