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

DEPARTMENT: Consumer and Family Sciences
EFFECTIVE SESSION: Spring 2012

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/restrictions
11. Change in semesters offered (department head signature only)
12. Transfer from one department to another

PROPOSED:

Subject Abbreviation: HTM
Course Number: 37700
Long Title: Resort Property, Rental and Services Management
Short Title: Resort Management

CREDIT TYPE

1. Fixed Credit: Cr. Hrs.
   Minimum Cr. Hrs: (Check One) To
   Maximum Cr. Hrs: 

2. Variable Credit Range: Yes
   Minimum Cr. Hrs:
   Maximum Repeatability Credit:

3. Equivalent Credit: Yes

4. Pass/Not Pass Only
5. Satisfactory/Unsatisfactory Only
6. Repeatable

7. Variable Title
8. Honors

9. Credit by Examination
10. Special Fees

Schedule Type: Lecture 165 Recitation Presentation Laboratory Lab Prep Studio Distance Clinic Experiential Research Ind. Study Pract/Observe

Cross-Listed Courses

COURSE ATTRIBUTES: Check All That Apply

1. Registration Approval Type
2. Department
3. Instructor
4. Honors
5. Full Time Privilege
6. Off Campus Experience

COURSE DESCRIPTION (INCLUDE REQUIREMENTS/RESTRICTIONS):

Linking practice to theory, this course will allow students to participate fully in the operation of a resort to become familiar with all its services and activities. Particular attention will be paid on understanding the different revenue streams and their role in offering a total resort experience to the different market segments that are being attracted to the island resort.

P: HTM 18100, FNN 20300 AND FNN 20400

COURSE LEARNING OUTCOMES:

At the end of this course you will be able to: 1) Recognize and evaluate the role of each department in the successful operation of the whole resort; 2) Understand the contribution to revenue of each department within a resort and apply principles to practice; 3) Evaluate the role of department managers within a resort; 4) Understand the role of senior management, for example the General Manager in a resort; 5) Evaluate the implications of various ownership models for resort properties; 6) Identify key elements in the evolution of resorts and their products.

Formal Department Head Date

CUNAOM Department Head Date

Indianapolis Department Head Date

North Central Faculty Senate Chair Date

WEST LAFAYETTE Department Head Date

OFFICE OF THE REGISTRAR
INFORMATION MANAGEMENT

INSTRUCTORS

INSTRUCTOR INFORMATION

Sue Clark
Email: clarksue13@gmail.com clarks@ipfw.edu
Cell phone: 607 435 1096
European cell phone: +31 621 505 913

Sue Clark will not be on Palm Island Feb 12 – March 13. She can be contacted via email, in case of difficulty please contact Dr J Niser at niser@ipfw.edu or Rick Brunette, General Manager at Palm Island

Resources:
There is no set text for this course, materials will be made available on Palm Island

COURSE GOALS

Students will become familiar with the resort operation in order that they may demonstrate and understanding of the different aspects that make up the service offering of a resort, in particular they will be able to explain how a resort develops, plans, delivers and assesses its services.

Students who successfully complete this course will be able to demonstrate an understanding of the history of the resort business, differentiate resort types and business models used in the industry.

Furthermore they will be able to analyze and compare services offered by resorts in the context of consumer demand, economic and regional factors that influence the offerings.

Learning Objectives:
At the end of this course you will be able to:

- Recognize and evaluate the role of each department in the successful operation of the whole resort
- Understand the contribution to revenue of each department within a resort and apply principles to practice
- Evaluate the role of department managers within a resort
- Understand the role of senior management, for example the General Manager in a resort
- Evaluate the implications of various ownership models for resort properties
- Identify key elements in the evolution of resorts and their products
COURSE FORMAT

The course will require students to attend class, participate in work assignments in the resort and attend a distinguished lecturer series. Blackboard Vista will be used as a communication tool between students and instructors. Grades and syllabus are posted in Blackboard.

COURSE REQUIREMENTS

ASSIGNMENTS

Assignment 1: 30%
Review and Analysis of Residency Hours on Palm Island
Details will be announced on Palm Island
Due: February 28th midnight EST via email to clarksue13@gmail.com

Assignment 2: 20%
The paper should:
1) Provide an executive summary of each speaker (100 words)
2) Examine the lecturer's ideas and viewpoints in the light of the practical experience you have gained working in the resort. It may help to think of what has been said and compare it to what employees are feeling and doing as well as guests' opinions you have received. This is obviously only appropriate to "in-house" speakers. Make sure you remain factual and base your observation on evidence; this is a business review not an emotional outlet. You should not exceed 500 words for this section, the objective is to be succinct, use bullet points and clear presentation.
   You will be graded on:
   a) The clarity of your presentation
   b) The good substantiation of the points you make (i.e. avoid hear-say, rumors and the like, keep to facts and evidence based arguments)
   c) The wider context in which you place your arguments, i.e. the fact that you have looked at Palm Island within the context of resorts in general, its competitive set, its customer base and general tourism trends in FL)

   Papers will be due weekly during the visiting speaker program and based on that schedule and will be submitted on line to Sue Clark. There will also be a discussion group related to this element of the course.

Assignment 3: 20%
Resort Management and Operations:
Details will be made available on Palm Island
Assignment due March 23rd

Assignment 4: 20%
Integrated Assignment with Sustainable Tourism and Resort and Destination Marketing
Assignment due week commencing May 2nd

PLEASE NOTE THAT LATE SUBMISSIONS OF ANY ASSIGNMENT MAY ONLY BE ACCEPTED WHEN I HAVE BEEN ADVISED OF THE CIRCUMSTANCES CAUSING THE
DELAY IN PERSON, VIA EMAIL OR TELEPHONE/TEXT MESSAGE IN ADVANCE OF THE DUE TIME AND DATE. NON COMPLIANCE WILL RESULT IN A 0% GRADE. THE ONLY EXCEPTION BEING WHEN CONFIDENTIAL MATTERS HAVE BEEN SHARED WITH DR. NISER WHO WILL ADVISE ME WITHOUT DISCLOSING THE NATURE OF THESE MATTERS.

ACTIVITIES -- IN AND OUT OF CLASS

In class: Lectures, discussion groups and presentation.
Out of class: Working experience within different departments of the Palm Island resort operation.

COURSE POLICIES

IPFW STUDENT HANDBOOK AND PLANNER

Students are expected to read, understand and follow all the information in the current IPFW Student Handbook and Planner. In particular, be familiar with the IPFW Code of Student Rights, Responsibilities, and Conduct.

CFS STUDENT HANDBOOK

Note: Hospitality Management and other CFS majors, you are expected to read, understand and follow the Department of Consumer and Family Sciences (CFS) Student Handbook. All rules and regulations found within the CFS Student Handbook are an integral part of this syllabus and apply to this course for students in CFS. The handbook may be accessed through the CFS website at http://www.ipfw.edu/cfs/.

CFS ETHICAL AND MORAL STANDARDS REGARDING ACADEMIC HONESTY AND PROFESSIONAL BEHAVIOR

CFS is committed to offering education that will prepare students to follow the highest ethical and moral standards in their professional and personal lives. For this reason, professional and mature conduct is expected of all students at all times.

Any form of academic dishonesty is in direct conflict with the above mentioned standard and will result in an F grade for the course and may also go as far as dismissal from the program when applicable.

Please also refer to the IPFW Student Handbook and Planner for the university policy regarding academic dishonesty.

ATTENDANCE: This is mandatory at all events unless Sue Clark, Rick Brunette or Dr John Niser are advised of reasons for non-attendance in advance. Please remember that you will be working with Palm Island Managers and attending a visiting speaker program and that your professionalism is even more on view than usual.

COURSE OUTLINE

CFS 399 Resort Management
Spring 2011

January 19-29: Residency Hours: Students will rotate around different departments on the Palm Island Resort working with managers to gain understanding of the responsibilities of each department and how it contributes to the whole resort operation. This process will contribute partially to the allocation of part-time
jobs on the resort.

February 14- March 4: Visiting speaker program and assignments via Blackboard with Sue Clark

March 14-19: Recap and input on course with Sue Clark.

**EVALUATION**

Grading Scale as per all IPFW courses

<table>
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<tr>
<th>Grading Scale</th>
<th>Grade</th>
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<tbody>
<tr>
<td>93.49 or above</td>
<td>A</td>
</tr>
<tr>
<td>89.49 - 93.48</td>
<td>A-</td>
</tr>
<tr>
<td>86.49 - 89.48</td>
<td>B+</td>
</tr>
<tr>
<td>83.49 - 86.48</td>
<td>B</td>
</tr>
<tr>
<td>79.49 - 83.48</td>
<td>B-</td>
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<tr>
<td>76.49 - 79.48</td>
<td>C+</td>
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<tr>
<td>73.49 - 76.48</td>
<td>C</td>
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<tr>
<td>69.49 - 73.48</td>
<td>C-</td>
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<tr>
<td>66.49 - 69.48</td>
<td>D+</td>
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<td>D-</td>
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<tr>
<td>Below 59.49</td>
<td>F</td>
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**AVAILABLE SUPPORT SERVICES**

**SERVICES FOR STUDENTS WITH DISABILITIES** (Required statement)

Services for Students with Disabilities offers assistance for students with special needs and is located in Walb Union 113. Phone: 260-481-6657 (has voice mail and TDD). Please be certain that you are fully registered with this office and notify your instructor during the first week of class.

**CENTER FOR ACADEMIC SUPPORT AND ADVANCEMENT (CASA)**

Assistance with reading and study skills, tutoring, supplemental instruction, etc. Kettler G23 (CASA Office) and Kettler G21 (The SPOT).

**THE WRITING CENTER**

A writing consultant will work with you one-on-one to provide assistance with writing better papers. Kettler G25.

**IPFW/PARKVIEW HEALTH AND WELLNESS CLINIC**

Provides comprehensive health services to meet the medical and psychological needs of students, faculty, and staff at IPFW. Fee-for-service. Walb Union, Room 234, 260-481-5748.

**PERSONAL COUNSELING SERVICES FOR IPFW STUDENTS**

IPFW/Parkview Student Assistance Program offers free evaluations, short-term supportive counseling, education, and referrals to currently enrolled IPFW students. Walb Union, Room 210, 260-373-8060, or 800-721-8809.
DIVERSITY AND MULTICULTURAL AFFAIRS


INTERNATIONAL SERVICES

The IPFW's International Student Services (ISS) serves as the initial contact for all students from abroad and remains a point of reference while at IPFW. Kettler 104, 260-481-6034.

CENTER FOR WOMEN AND RETURNING ADULTS

Support and services for women and returning adults. Walb Union, Rm 120, 260-481-4140.

IT SERVICES HELP DESK

Services for computer/technology support. Kettler Hall, Rm 206, 260-481-6030.

CAREER SERVICES

Assistance with the following areas is provided for IPFW students and alumni: academic major and career choices; career assessments; full-time, part-time, internship, and work-study employment opportunities posted on our JobZone job database; job- and internship-search strategies; resume and cover letter creation; and graduate school and interview preparation. Additional information and a comprehensive list of our services is available on our web site at www.ipfw.edu/career. Kettler 109, 260-481-0689.