

TOUR 414 Tourism and Events Finance — (3)

Individualized Section – Spring 2010

DAY/TIME:	As scheduled	LOCATION:	TBD
PROFESSOR:	Dr. Russell Brayley	EMAIL ADDRESS:	rbrayley@gmu.edu
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PREREQUISITES: TOUR 200 and PRLS 410”

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., 2009. *Managing Financial Resources Management: Sport, Tourism, and Leisure Services*. Champaign, IL: Sagamore Publishing

EVALUATION

Requirements

1. Assignments (10 X 35 points)

2. Final Exam (open textbook [no unincorporated notes]) Student is responsible to arrange acceptable proctoring. (150 points)

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



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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