GEORGE MASON UNIVERSITY
College of Education and Human Development
School of Sport, Recreation and Tourism
PRLS 410 DL1 – Administration of Sport, Recreation and Tourism Organizations I
Three Credits, Fall 2016

Instructor: Leslie Shinners
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PREREQUISITE(S): 60 hours or permission of instructor.

UNIVERSITY CATALOG COURSE DESCRIPTION: Focuses on operation and management of health, fitness, and recreation services organizations. Covers management and leadership theories and techniques, problem-solving and decision making, organizational communications, design of organizational structures, and budgeting.

COURSE DELIVERY METHOD: This upper level course will be delivered online using an asynchronous format via the Blackboard learning management system (LMS) housed in the MyMason portal. You will log in to the Blackboard course site using your Mason email name (everything before "@masonlive.gmu.edu) and email password. The course site will be available on Friday August 26, 2016.

Using Blackboard, students are expected to complete class participation/homework assignments, semester project assignments and tests by specified due dates (syllabus and Blackboard) and be engaged in course activities throughout the semester.

The online course is delivered through the textbook and other assigned readings; instructional audio lecture presentations, homework and peer review activities and the comprehensive semester project.

> *TECHNICAL REQUIREMENTS:*
> To participate in this course, students will need the following resources:
> - High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox. Opera and Safari are not compatible with Blackboard; Chrome is also problematic with some applications. Additional information about operating systems and browsers that are listed as compatible or certified with Blackboard is available on the myMason Portal in the Student Help Section under the Courses tab.
> - Students must maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course
> - Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of the course requirements.
> - The following software plug-ins for PCs and Macs respectively, available for free downloading by clicking on the link next to each plug-in:
>   *Adobe Acrobat Reader: http://get.adobe.com/reader/*
>   *Adobe Flash Player:*
>   *http://www.downloadsnew.com/landers/adobeflashplayer/index.php?kw=flash%20player%20download*

Windows Media Player: [*http://windows.microsoft.com/en-US/windows/downloads/windows-media-player*](http://windows.microsoft.com/en-US/windows/downloads/windows-media-player)
Apple QuickTime Player: [*www.apple.com/quicktime/download*](http://www.apple.com/quicktime/download)

EXPECTATIONS:

- **Course Week:** Because online courses do not have a "fixed" meeting day, our week will start on Monday and finish on Thursday, except University holidays (September 5, October 11 and November 23, 24).
- **Log-in Frequency:** Students must check the course Blackboard site and their GMU email for communications from the instructor; this should be 2 times per course week at minimum.
- **Participation:** Students are expected to actively engage in all course activities throughout the semester, which include viewing of all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- **Technical Competence:** Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services. The [Student Support page](#) of the IT Services website has links to help and information about Blackboard.
- **Technical Issues:** Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- **Workload:** Please be aware that this course is **not** self-paced. Students are expected to meet *specific deadlines* and *due dates* listed in the **Class Schedule** section of this syllabus. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- **Communication with Instructor:** E-mail communications from the instructor will be sent to students' GMU-assigned e-mail addresses. Students are responsible for ensuring that their Mason e-mail inbox has room to receive incoming correspondence.
- **Instructor Support:** Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. Those unable to come to a Mason campus can meet with the instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.
- **Netiquette:** The course environment is a collaborative space. Experience shows that even an innocent remark in the online environment can be misconstrued. I suggest that you always re-read your responses carefully before you post them to encourage others from taking them as personal attacks. Be positive in your approach to others and diplomatic with your words. Remember, you are not competing with each other but sharing information and learning from one another as well as from the instructor. All faculty are similarly expected to be respectful in all communications.
- **Accommodations:** Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

COURSE OBJECTIVES: The course is designed to enable students to do the following:
1. Discuss management practices and principles developed and successfully used in business, industry and public agencies.
2. Discuss and be able to apply a behavioral approach to facilitating individual development within sport, recreation, and tourism (SRT) organizations.

3. Identify problems affecting the management and operation of organizations and the delivery of sport, recreation and tourism services.
4. Discuss the principles of organizing, allocating and managing organizational resources in order to provide equitable delivery of sport, recreation and tourism services.
5. Apply budgeting principles and techniques to developing and managing operational budgets of SRT organizations.
6. Describe the barriers to effective communications and strategies for communicating in a multicultural society.

PROFESSIONAL ASSOCIATION STANDARDS: Upon completion of this course, students will meet the following professional accreditation standards from the *Council on Accreditation of Parks, Recreation, Tourism and Related Professions* (COAPRT):
7.3 Students graduating from the program shall be able to demonstrate entry-level knowledge about operations and strategic management/administration in parks, recreation, tourism and/or related professions.

REQUIRED TEXT:
Bateman, T.S., & Snell, S.A, (2015). M*: Management, (4th edition);* NY: McGraw-Hill/Irwin. Available as an e-Textbook for rent or purchase at www.barnesandnoble.com ISBN-13: 978-0077862596

COURSE PERFORMANCE EVALUATION:
- **Due Dates:** All assignments (including homework and class participation) are due at 11:59 PM on the date listed unless otherwise specified in Blackboard. Assignments should be turned in via Blackboard at the specified time and date due via Blackboard or no credit will be given.
- **Assignments** (including homework and class participation/discussion board submissions) should be checked for grammar and spelling. For the semester project assignments, follow style guidelines provided in the assignment instructions. Grammatical and style errors will result in grade deduction. You should retain copies of all written work submitted for the duration of the course until final grades are submitted.
- **Exams:** The Honor Code is in effect for all exams. No collaboration or group participation whatsoever is permissible.

   PRLS 410 exams are not designed to be "open book" in that there is a time limit that will not allow students to consult course materials extensively during the test. However, you are permitted to consult primary course materials and video lectures posted to the PRLS 410 course webpage, as well as your own notes that you have prepared prior to the exam. The use of any other study aids, memoranda, books, data, or other information during the PRLS 410 exam is prohibited.

   Make-ups or late submissions for missed exam or assignments will not be allowed unless failure to take the exams or do the assignments is due to an extreme situation, e.g. military mobilization, jury duty, serious illness, the proven death of a very near and dear relative. That said, proof MUST be shown.

   Any student who has a documented need for additional time on exams should contact me during the first week of the course and again at least 24 hours prior to each exam.

   Note that there is only one opportunity for submission of exams, from 12:00 AM to 11:59 PM on the date listed on the syllabus.

- **Course Performance Evaluation Weighting:**
  This course will be graded on a point system, with a total of 100 possible points.

  Grading Scale

A	94-100	B-	80-83	D	60-69
A-	90-93	C+	78-79	F	50-59
B+	88-89	C	74-77		
B	84-87	C-	70-73		

  Requirements

Class participation – homework and discussions	20%
Assignments: Semester Project (5 assignments)	40%
Tests: Test #1 – 10%, Tests #2 and #3 - 15% each	40%

PROFESSIONAL DISPOSITIONS: Students are expected to exhibit professional behaviors and dispositions at all times.

CORE VALUES COMMITMENT: The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles: http://cehd.gmu.edu/values/.

GMU POLICIES AND RESOURCES FOR STUDENTS:

Policies
- Students must adhere to the guidelines of the Mason Honor Code (see http://oai.gmu.edu/the-mason-honor-code/).
- Students must follow the university policy for Responsible Use of Computing (see http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/).
- Students are responsible for the content of university communications sent to their Mason email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students **solely** through their Mason email account.
- Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see http://ods.gmu.edu/).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

Campus Resources
- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or https://cehd.gmu.edu/api/tk20. Questions or concerns regarding use of Blackboard should be directed to http://coursessupport.gmu.edu/.
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing (see http://writingcenter.gmu.edu/).
- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach

programs) to enhance students' personal experience and academic performance (see http://caps.gmu.edu/).

- The George Mason University Office of Student Support staff helps students negotiate life situations by connecting them with appropriate campus and off-campus resources. Students in need of these services may contact the office by phone (703-993-5376). Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to http://studentsupport.gmu.edu/, and the OSS staff will follow up with the student.

For additional information on the College of Education and Human Development, please visit our website   https://cehd.gmu.edu/.

CLASS SCHEDULE:

Readings and associated slide presentations should be completed/viewed before or during the week listed. Chapter folders, located in each Unit listed in the Course Menu on the left side of the PRLS 410 Course Home Page, contain links to the Slides and Homework/Class participation assignments, which may include additional reading and /or research.
Semester Project Assignments are described in detail in the Semester Project Assignments section of the Course Menu as well as in the Appendix of this syllabus.
Tests are available for a 24-hour period ONLY (12:00 am to 11:59 pm) on the date listed and can be accessed through the Assessment section of the Blackboard Course Menu.

DATE	TOPIC/SLIDES	TEXT READING/SLIDES/HOMEWORK
Week 1: August 29 - September 1	INTRODUCTION and SYLLABUS: Course Introduction	Syllabus, including Appendix (Semester Research Project Summary); Course Introduction Slides Student Introduction Homework Assignment due Thursday 9/1, comments are due Tuesday 9/6
Week 2: September 6-8	UNIT 1: Effective Management; Evolution of Management	Chapter 1 pp. 3-15; Chapter 2 "The Role of the Manager" – to access this reading, go to Unit 1, Chapter 1 in the Blackboard Course Menu Homework due Thursday 9/8, comments due Tuesday 9/12
Week 3: September 12 - 15	UNIT 1: External Environment; Organizational Culture **Tuesday September 13: Semester Project Assignment #1 Due**	Chapter 3 Homework due Thursday 9/15, comments due Tuesday 9/20
Week 4: September 19-22	UNIT 2: Planning and Decision Making **Wednesday September 21: TEST #1 – Unit 1**	Chapter 5, Chapter 6 pp. 132-136 Homework due Monday 9/26, comments due Wednesday 9/28
Week 5: September 26-29	UNIT 2: Legal and Ethical Responsibilities and Decision Making	Chapter 4 Homework due Thursday 9/29, comments due Tuesday 10/4
Week 6: October 3-6	UNIT 3: Organizational Structure **Tuesday October 4: Semester Project Assignment #2 Due**	Chapter 7 pp. 141-157 Homework due Thursday 10/6, comments due Tuesday 10/11
Week 7:	UNIT 3: Human Resources	Chapter 8

October 11-13		Homework due Thursday 10/13, comments due Tuesday 10/18
Week 8: October 17-20	UNIT 3: Managing Diversity	Chapter 9 pp. 193-211 Homework due Thursday 10/20, comments due Tuesday 10/25
Week 9: October 24-27	UNIT 4: Control **Wednesday October 26** **TEST #2 – Units 2 and 3**	Chapter 14 Homework due Monday 10/31, comments due Wednesday 11/2
Week 10: October 31 - November 3	UNIT 4: Finance **Tuesday November 1: Semester Project Assignment #3 due**	Homework due Thursday 11/3, comments due Tuesday 11/8
Week 11: November 7 - 10	UNIT 5: Leadership	Chapter 10 Homework due Thursday 11/10, comments due Tuesday 11/15
Week 12: November 14-17	UNIT 5: Motivation **Tuesday November 15: Semester Project Assignment #4 Due**	Chapter 11 Homework due Thursday 11/10, comments due Tuesday 11/15
Week 13/14: November 21, 22 November 28 - December 1	UNIT 5: Teamwork	Chapter 12 Homework due Tuesday 11/29, comments due Thursday 12/1
Final Week: December 5 - 8	**Tuesday December 6:** **Semester Project Assignment #5 due** **Wednesday December 7:** **TEST #3 – Units 4 and 5** **Thursday December 8:** **Semester Project Comments due**	

Note: Faculty reserves the right to alter the schedule as necessary.

TK20 PERFORMANCE-BASED ASSESSMENT SUBMISSION REQUIREMENT
Every student registered for any course with a required performance-based assessment is required to submit this assessment, to Tk20 through Blackboard (regardless of whether the student is taking the course as an elective, a onetime course or as part of an undergraduate minor). Evaluation of the performance-based assessment by the course instructor will also be completed in Tk20 through Blackboard. Failure to submit the assessment to Tk20 (through Blackboard) will result in the course instructor reporting the course grade as Incomplete (IN). Unless the IN grade is changed upon completion of the required Tk20 submission, the IN will convert to an F nine weeks into the following semester.

PRLS 410 RUBRIC - SEMESTER PROJECT ASSIGNMENT

Create and Profile a Fictional SRT Organization

	Outstanding	Competent	Minimal	Unsatisfactory
COAPRT 7.03 *Students graduating from the program shall be able to demonstrate entry-level knowledge about operations and strategic*	100 %	75 – 99%	50 – 74%	0-49%

management/administration in parks, recreation, tourism and/or related professions				
Content Areas – 20-40% each (standards are "per section")	Includes all required elements; demonstrates understanding of each element	Missing one required element OR does not fully demonstrate understanding of up to two elements	Missing 1-2 required elements AND/OR does not fully demonstrate understanding of up to three elements	Missing two or more required elements AND/OR does not demonstrate understanding of the content area subject
Evidence of Research – 20 %	References at least two model organizations in content and bibliography/footnotes; Cites additional sources to support content	References at least two model organizations OR one model organization and additional sources	References at least one model organization OR additional sources	No references
Presentation – up to 10% deduction	Follows format and general guidelines as stated in assignment instructions	Follows format but does not follow general guidelines in one area	Follows format but does not follow general guidelines in one area	Follows format but does not follow general guidelines in one area
Grammar and spelling – up to 10 % deduction	Uses correct grammar and spelling	Infrequent grammar or spelling errors	Frequent grammar and spelling errors; does not interfere with conveyance of meaning	Frequent grammar and spelling errors that interfere with content delivery

GEORGE MASON UNIVERSITY | School of Recreation, Health, and Tourism

APPENDIX
PRLS 410 (DL1) - FALL 2016

SEMESTER RESEARCH PROJECT
Create and Profile a Fictional SRT Organization

Summary and General Instructions

Objective: To conduct research and apply concepts learned in the course to create and profile a fictional Sport, Recreation or Tourism/Hospitality/Event Management business organization.

Basic Requirements:
- The organization profiled must have been in operation for at least 5 years (founded in 2011 or earlier). In other words, it is not a "start up" business.
- The organization should have at least 10 full-time paid employees (or equivalent).
- The business may be in any sector – commercial/private, non-profit/private, or government/public.
- To receive full credit for the assignments, you must demonstrate evidence of research in each assignment. You will accomplish this by:
    - o Finding at least 2 similar organizations to be your "models"; you must have access to business information about these organizations. Note that the organizations do not need to be identical to the business that you are creating. Ideally they will either be in the same sector and/or same general line of business as yours (e.g. hospitality, provision of recreation/sports services, marketing, professional sports team)
    - o Establishing contact with at least one professional "consultant" who has experience working in an organization that is similar to the one that you are creating. Students are required to conduct an interview with the consultant, demonstrating evidence of the knowledge gained in one or more of Assignments #2, #3 and/or #4.
        - ▪ I strongly suggest that you establish the initial contact early in the semester to gather resource information (strategic and/or business plan, sample organization chart, job descriptions, interview questions, budget data and similar)
    - o Use other supporting data to justify your work.
- Describe the organization as if it really exists! Use present tense in your narrative, except when discussing history or future plans.
- Narrative should be "business professional". Avoid jargon and redundancy. Note also that you are not "selling" the organization; I suggest using third person tense (vs. the first person "I", "we" or "us") when discussing the organization.
- With the possible exception of Assignment #1, do not repeat assignment instructions verbatim in the body of the paper. You may use headings to separate the sections if desired.
- Generally speaking, do not copy information! If deemed necessary to do so, properly cite in footnote(s) and bibliography.

Additional considerations:
- You may create an organization that is in the public (government) sector; however, it will need to be a division of a larger entity, such as a municipality or state. For example, you could choose to create a "Recreation Center", "Senior Recreation Programs Division" or "Visitor's Bureau" for

a city or county.
- It is acceptable to have your organization be a smaller subsidiary or independent division of a large corporation, such as a franchise operation of a hotel chain, or a regional division of a sports marketing firm.

Recommendations:
- Ensure that you understand the scope of research required for the semester project by becoming familiar with all individual assignment requirements at the start of the semester.
- APA (http://www.apastyle.org/ and http://www.apastyle.org/learn/tutorials/basics-tutorial.aspx) or Chicago style (http://www.chicagomanualofstyle.org/tools_citationguide.html) is recommended for use in these assignments.

The following assignment instructions are as presented as a general guideline only. Please refer to information posted in the Assignments section in Blackboard.

Assignment #1 – Organization Overview
Grade/no grade; failure to submit this assignment by the due date will result in an automatic 4-point deduction on Assignment #2
Due Tuesday September 13

Provide an overview of the organization.   Include:
- The name of the organization.
- The purpose of the organization – why it exists; what need(s) it meets.
- Who the organization serves; describe the client/customer base.
- Which sector (public, not-for-profit, commercial) the organization falls under; explain why your organization is in this sector.
- Describe the organizations that you are using as models. Provide bibliographic references for these organizations.
- Explain why you chose to create this organization.

General guidelines
- You may use an outline/bullet-point format for this assignment if preferred.
- This submission should be 1-2 pages in length.

References/Bibliography
   For this project you will need to demonstrate that you are using at least 2 model business organizations. Provide reference information from your model organizations in this submission.

Evaluation of this assignment – The instructor and discussion group will provide feedback, which you should use when resubmitting the content required in Assignment #2.

ASSIGNMENT #2 – The Organization
10 points (includes Assignment #1)
Due Tuesday October 4

Provide a written overview of the organization you have created, including several of the points contained in Assignment #1. You are encouraged to make changes from your Assignment #1 submission based on instructor and peer feedback.

General Information – 2 points
- The name of the organization
- Mission Statement – purpose of the organization
- Explain which sector (public, not-for-profit, commercial) the organization falls under and why it is in that sector.

History and Service – 3 points
- Create a history of the organization; how and why was this organization established.
- Explain where the organization is located, including physical administrative and program space, and how services are delivered to customers.
- Describe the services that your organization provides and the target markets. In other words, who are the services designed to serve and/or what customers/clients/constituents are most likely to use the services?
- Describe the organizations' stakeholders (not customers or employees).
- Discuss competitive forces that effect the business. Who are the rivals (direct competitors)? What other services could be substitutes for the organization's offerings?

Organization Plan – 3 points
- Present 2 SMART business (vs. program) goals that the organization is attempting to accomplish within the next year.
- **For each goal**, list 2-3 organizational plans (actions) the organization will execute to achieve those goals.
- Describe your 5-year vision for the organization. Describe two challenges that you believe that your organization will be facing in the future. Explain why you believe these challenges will exist and what steps you think your organization should take now to prepare for them.

References/Bibliography – 2 points
Demonstrate research and use of course and outside resources. Provide footnotes and bibliography, including reference information from your model organizations; in other words, document where you obtained information to support your writing.
Reminder: Students are required to conduct an interview with a professional consultant and show evidence of knowledge gained in one or more of Assignments #2, #3 and/or #4 (see Summary and General Instructions for details).

General guidelines
- This paper should be 2-4 pages in length.
- Review Summary and General Instructions for additional details.

ASSIGNMENT #3 – Staffing the Organization
10 points
Due Tuesday November 1

Organizational Chart – 3 points
- Develop an organizational chart for your business. The chart should easily fit on one 8 x 11" page. Depending on the size of your organization, boxes may represent "work" at the individual job level or as a grouping of jobs. If your organization is very large, you may choose to represent a division or department of the organization; please specify if this is the case and provide a brief overview of where this division/department fits into the overall organizational structure.
- Organizational Chart Narrative:
  - Explain which of the four structures discussed in class (Functional, Divisional, Matrix, Network, or a combination of these) best represents your organization's structure. Explain why that is the most efficient and effective way for your organization to get work done. Consider: Is your organization dynamic or stable? How much diversification is there in company businesses, products, customers and/or locations? Who should make strategic decisions? How much does the organization rely on lower level employees to be creative and autonomous in decision-making?
  - Provide any additional background information necessary to explain how your business is organized for action. Ensure that all critical business functions (administration, finance, HR, sales, marketing, and similar), as well as service and production, are clearly represented in the organizational chart OR described in the narrative

The Job Description – 3 points
Select one position from your organizational chart and create a job description for that position. Pick a position that supervises a minimum of 3 people and reports to a supervisor. **Include all of the recommended content of a job description discussed in class.** You should use job descriptions from existing organizations for ideas about format and content. Evaluation is based on both comprehensiveness of content and how strongly you demonstrate that the job description matches your organization's needs.

The Interview – 2 points
Design interview questions that will help determine each candidate's suitability for the position. The interview questions should relate directly to the needs of the organization and the requirements outlined in the job description (above). Include a minimum of 10 questions to be asked of applicants in a structured interview.

References/Bibliography – 2 points
Demonstrate research and use of course and outside resources. Provide footnotes and bibliography, including reference information from your model organizations and professional consultant; in other words, document where you obtained information to support your writing. Reminder: Students are required to conduct an interview with a professional consultant and show evidence of knowledge gained in one or more of Assignments #2, #3 and/or #4 (see summary instructions for details).

General guidelines
- This paper should be 3-6 pages in length.
- Review Summary and General Instructions for additional details.

ASSIGNMENT #4 – Finance and Controls
10 points
Due Tuesday November 15

Revenue/Expense Budget Information – 4 points

For your organization, list and explain:
1) Sources of revenues than directly support and/or are generated from operations
2) Operational expenses. Consider your organization's mission and strategic goals, staffing plan (organizational chart), costs of producing products and services, physical space and infrastructure maintenance, as well as administrative requirements, such as taxes and insurance.

Consider whether revenue is set aside each year to:
- Pay long-term debt
- Save for future capital or developmental (such as research and design) expenses
- Distribute to owners (including stockholders) if your organization is in the commercial sector

Controls – 4 points

Select ONE of the SMART goals that your organization plans to achieve within the next year. (See Assignment #2).

For this goal, develop and explain 3 bureaucratic or market controls that you, as an executive manager in the organization, will put into place. Consider the following in your discussion:
1. Explain how this control device uses bureaucratic or market mechanisms.
2. Explain how each control is feedforward, concurrent, or feedback.
3. Walk through the control process. Give samples of valid performance standards that accurately reflect what your organization is attempting to accomplish (i.e. "the goal"). Explain how your organization measures performance. How often does this take place? What is considered an unacceptable deviation requiring correction?
4. Give suggestions for corrective action if the organization goals are not being met to an acceptable standard.

References/Bibliography – 2 points
Demonstrate research and use of course and outside resources. Provide footnotes and bibliography, including reference information from your model organizations and professional consultant; in other words, document where you obtained information to support your writing.
Reminder: This is the final opportunity to fulfill the interview requirement of this project. There will be a 2-point deduction on the Assignment #5 grade when this requirement hasn't been met in one or more of Assignments #2, #3 and/or #4 (see summary instructions for details).

General guidelines
- This paper should be 3-6 pages in length.
- Review Summary and General Instructions for additional details.

ASSIGNMENT #5 - PROJECT PRESENTATION
10 points
Due Tuesday December 6

Develop a presentation that gives an overview of your semester project.
Include the following KEY points:

1. My organization is… (name, location, size, sector). It was formed when… (history).

2. Our mission (purpose) is to …

3. The organization offers… (services) that are designed to serve….. (markets)

4. One business goal that we plan to complete in the next year is…

5. We plan to achieve this goal by…

6. In the next 5 years the organization will … (vision)

7. In the next 5 years we expect to have to overcome the following challenges…

8. Here's my organizational chart. The … (structure type). This structure best represents my organization because…

9. In order to ensure that job applicants are a good "fit" for our organization, one question we will ask all potential employees that we interview is…

10. We receive income to conduct business from the following sources…

11. Our major expenses are…

12. The most valuable part of this project for me was…because…

13. The assignment (or aspect) that I found most challenging was…because…

Use information already presented in Assignments #1-4, with corrections as needed based on feedback received from previously graded assignments.

General guidelines
*   Use any appropriate presentation format, such as Power Point, Prezi, video presentation or other.
*   Provide a full bibliography of references used in all assignments of this project.
*   Narrative (audio) or video are encouraged but not required.
*   Stay on topic! The presentation should take no more than 10 minutes to read or view.