

**George Mason University**  
**College of Education and Human Development**  
Tourism and Events Management

TOUR 414 (001) – Hospitality, Tourism and Event Management Finance  
3 credits, spring 2019  
Tuesday and Thursday 10:30 – 11:45 a.m. BRH #256 - Science & Technology Campus

**Faculty**

Name: Dr. Russ Brayley  
Office Hours: Tues & Thurs 12:30 – 2:30 p.m. or by appointment  
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**Prerequisites**

TOUR 200, TOUR 220, PRLS 310, and PRLS 410

**University Catalog Course Description**

Develops skills and competencies for the management of financial resources in tourism and events management enterprises. Students learn about business planning, feasibility assessment, investment analysis, and basic accounting and operational control, with special emphasis on application to this unique industry.

**Course Overview**

This course examines key aspects of financial management in tourism, hospitality and events industries. It begins with personal applications of financial management principles and then provides for application to business settings.

**Course Delivery Method**

This course will be delivered using a face-to-face lecture setting.

**Learner Outcomes or Objectives**

This course Is designed to enable students to do the following:

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.

**Professional Standards** n/a

### **Required Texts**

Brayley, R.E. and McLean, D.D., 2018. Financial Resource Management: Sport, Tourism, and Leisure Services (3rd Edition). Champaign, IL: Sagamore/Venture Publishing

### **Course Performance Evaluation**

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

- **Assignments and/or Examinations**

Submitted assignments must be original work and are to be submitted on time and in the prescribed format. Directions for each assignment include an evaluation rubric. The rubric is to be printed and attached to the submitted assignment.

Assignments may include:

1. A personal or corporate expenditure plan.
2. Financial reports.
3. A grant proposal.
4. A mortgage or loan application.
5. A budget presentation.
6. An investment report.
7. A pricing policy.
8. A trends analysis.

The evaluation rubric for each assignment outlines the criteria against which that assignment will be evaluated. Generally, these criteria include on-time submission, appropriate format, professional presentation, originality, and the inclusion of all elements of the assigned task.

All assignments must be typed and presented in a professional format. Electronic versions of assignments will only be accepted when that form is specifically requested by the instructor or approved in advance of the submission deadline. Electronic documents will not be accepted as late submissions or in conjunction with an unexcused absence. Students are

expected to ensure access to reliable printing capabilities in order to submit hard copies, where required. Electronic submissions may not, because of printer problems, non-attendance, tardiness, or other student-controlled problems, substitute for hard copies when required.

Unless otherwise stipulated, assignments must be submitted in-person at the beginning of the class period (10:30 a.m.) on the date it is due. Assignments submitted later that day (but earlier than 4:30 p.m.) are eligible for no more than 70% of the grading point value of the assignment. Assignments will not be accepted after 4:30 p.m. on the due date. Excused absence does not necessarily change submission deadlines, but may be considered in negotiating an appropriate accommodation (if necessary). Opportunities to complete exams or submit assignments on other than scheduled or due dates/times, or to participate in other learning activities or receive tutoring necessitated by absence from class will only be provided if the absence is excused by the instructor

- **Other Requirements**

Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor. Text messaging during class is considered unprofessional and inappropriate.

Students must arrive on-time for the mid-term and final exams. Admission to the exam will not be granted later than 15 minutes after the exam begins. Tests missed due to unexcused tardiness will not be re-administered.

The instructor reserves the right to change this syllabus in order to improve the quality of the overall learning experience. Changes may include scheduled activities, classroom policies, and future grading criteria, and will be communicated to all students in a revised syllabus document.

Attendance and participation are key elements to a successful learning experience. Beyond any specific grading point penalties for unexcused absence or habitual tardiness, the instructor may issue an 'F' grade if, after written warning, the student's absence or tardiness continues at a level that constitutes 'non-participation'.

Unless required due to documented disability, laptop computers may NOT be used or turned on during class meetings. The use of communication and entertainment devices such as iPads, iPods, and similar devices is also prohibited. Violation of this policy will result in an 'absence' for the class period during which the violation occurs.

- **Grading**

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

(A grades indicate excellent performance on evaluated items)

450 to 464= A-	
430 to 449= B+	
415 to 429= B	(B grades indicate very good performance on evaluated items)
400 to 414= B-	
370 to 399= C+	
350 to 369= C	(C grades indicate adequate performance on evaluated items)
300 to 349= D	(a D grade indicates marginal performance on evaluated items)
299 and below = F	(an F grade indicates unacceptable performance on evaluated items)

• **Evaluated Items**

1. In-Class Unit Progress checks (30 points)
2. Midterm Exams (2x100 points) [Scheduled for Feb. 28th and Apr. 9th.]
3. Assignments (5x25 points)
4. Final Examination (120 points) [Scheduled for Tuesday, May 14 at 10:30 a.m.]
5. Professionalism [see rubric] (25 points)

**Professional Dispositions**

Students are expected to exhibit professional behaviors and dispositions at all times. Part of the grade for this course is based on professional conduct.(see grading rubric)

See also <https://cehd.gmu.edu/students/policies-procedures/>

**Class Schedule**

DATE			TOPIC	READINGS/ASSIGNMENT DUE
22	Jan	24	Introduction. Personal Finance	
29	Jan	31	Personal finance, Spreadsheets	Assignment #1
5	Feb	7	Operational budgeting	Chapters 3, 4, 5 & 6 Assignment #2
12	Feb	14	Accounting and reporting	Chapters 7 & 8 Assignment #3

19	Feb	21	Revenue management / Pricing	Chapters 9, 10 & 11
26	Feb	28	Pricing / Review MID TERM EXAM (A)	MID TERM EXAM (Feb 28)
5	Mar	7	Entrepreneurship Structure, Staffing, Careers	Chapters 1, 2 & 15
12	Mar	14	SPRING BREAK - No class meetings	
19	Mar	21	Philanthropy, Grants, Sponsorship	Chapters 12, 13 & 14 Assignment #4
26	Mar	28	Economic principles	Chapter 18
2	Apr	4	No class meetings [On-line modules available] Economic principles	Chapter 18
9	Apr	11	MID TERM EXAM (B) Investment, Capital budgets	MID TERM EXAM (Apr 9) Chapter 16
16	Apr	18	Capital budgets	Chapter 16
23	Apr	25	Cash Flow management Personal applications	Assignment #5
30	Apr/May	2	Business planning / Review	Chapter 17
14	May		10:30 a.m. FINAL EXAM	

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

### **Important Dates**

Tuesday, January 22	First day of class (10:30 a.m.)
Thursday, February 28	Mid-Term Exam (A)
March 11-15	Spring Break (no class meeting)
April 2, 4	No class meetings [On-line modules]
Tuesday, April 9	Mid-Term Exam (B)
Thursday, May 2	Last class meeting
Tuesday, May 14	Final Exam (10:30 a.m. –1:15 p.m.)

### **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](mailto:tk20help@gmu.edu) or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.gmu.edu/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

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