

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

TOUR 470 (001) - Career Preparation  
1 Credit, Spring 2018  
Fridays, 10:30 a.m. – 1:10 p.m., Krug Hall 5- Fairfax campus

**Faculty**

Name: Tina Jones  
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**Prerequisites/Corequisites**

TEM Major (senior status), TOUR 241, HEAL 323, TOUR 340, TOUR 440 and PRLS 410

**University Catalog Course Description**

Focuses on current issues in tourism, events and hospitality management with an emphasis on career development strategies.

**Course Overview**

This course is a seminar and requires preparation, extensive in-class discussion, and attendance for presentations from industry professionals. It is expected that students will demonstrate the knowledge and competencies they have developed during preceding semesters in the BS-TEM program. The following rules and guidelines are in support of the effort to prepare seminar participants to enter the profession:

1. Attendance and participation are key elements to a successful learning experience. When tardiness or an absence is anticipated, it is the responsibility of the student to advise the instructor in advance. Advising the instructor of unexpected absence or tardiness should take place at the earliest opportunity. **A passing grade will not be given if more than two seminar meetings are missed (including 'excused' absences). Each absence will automatically reduce your participation/attendance grade by 14 points. Points will also be deducted for tardiness or leaving class early.**
2. Assignments will NOT be accepted after the due date.

3. Unless required due to documented disability or approved by the instructor, laptop computers, tablets, phones and other mobile devices may NOT be used during class meetings.
4. If your instructor is not in the classroom at 10:30 a.m., please wait 20 minutes before leaving.
5. 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.

### **Course Delivery Method**

This course will be delivered using a seminar format.

### **Learner Outcomes or Objectives**

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

1. Analyze current trends and issues in the hospitality, tourism and events management field
2. Apply the course information and skills to the job hunting process
3. Understand the different types of resume formats and what to include in a resume
4. Identify, create and assess materials pertaining to career placement in the hospitality, tourism or events field
5. Understand and prepare different types of cover letters
6. Prepare for an interview and understand what is involved in a behavioral interview
7. Demonstrate knowledge of workforce professionalism
8. Meet and network with a variety of industry professionals
9. Be familiar with current workforce issues
10. Develop personal confidence in transitioning to the workforce

### **Required Texts**

None

### **Suggested Reading**

University Career Services, Career and Internship Guide (to be given out in class)

### **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 Examinations**

<p><i>Participation/Attendance, In-class Assignments - Students are expected to attend and participate in every class session. In-class assignments and/or activities cannot be made up or turned in late.</i></p>
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Workforce Issues Paper—Students will conduct research on a workforce issue that is of interest to them and write an analysis. Topic approval required.

Interview – Students will be required to prepare and go through a professional mock-interview.

Career Readiness Packet - Students will complete an individual career readiness packet that is focused on their future career goals. The career book will serve as a resource for professional development and will assist the student in obtaining a job or internship.

- **Other Requirements**

Attendance - A passing grade will not be given if more than two seminar meetings are missed (including ‘excused’ absences). **Each absence will automatically reduce your participation/attendance grade by 14 points.** Points will also be deducted for tardiness or leaving class early.

- **Course Performance Evaluation Weighting**

Assignment	Weight
Participation/Attendance, In-class Assignments	30% (.30)
Interview	20% (.20)
Workforce Issues Paper	20% (.20)
Career Book	30% (.30)
<b>Total</b>	100%

- **Grading Policies**

**Grading Scale**

A+ = 97 – 100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A = 94 – 96	B = 84 – 86	C = 74 – 76	F = 0 – 59
A- = 90 – 93	B- = 80 – 83	C- = 70 – 73	

- **Professional Dispositions**

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

**Class Schedule**

Week	Topics / Activities
Week 1 1/26	<ul style="list-style-type: none"> <li>• Course Introduction/Overview</li> <li>• Careers in Food &amp; Beverage - Guest Speaker: <i>Louise Svahnqvist, Director of Catering, Sodexo/GMU</i></li> </ul>
Week 2 2/2	<ul style="list-style-type: none"> <li>• Careers in Tourism/Destination Management – Guest Speaker: <i>Beth Erickson, President &amp; CEO, Visit Loudoun</i></li> <li>• Preparing Cover Letters/Business Letters/Professional Emails</li> <li>• Phone Etiquette</li> <li>• Internship Pre-Experience Orientation *Required for TOUR 490</li> </ul>
Week 3 2/9	<ul style="list-style-type: none"> <li>• Thinking about Graduate School? – Guest Speaker: <i>Jackie Buchy, Assistant Dean for Graduate Enrollment, GMU, School of Business</i></li> <li>• Resume Writing Workshop</li> <li>• Careers in Corporate Event Planning – Guest Speaker: <i>Jenna Dambach, Client Relations Specialist, Birch Stewart Kolasch &amp; Birch, LLP</i></li> <li>• Choosing your Internship Wisely</li> </ul>
Week 4 2/16	<ul style="list-style-type: none"> <li>• Social Styles/Understanding and Working with Others Effectively in the Workplace</li> <li>• Career Advice from all areas in Hospitality, Tourism and Events Management – Guest Speaker: <i>Vicki Johnson, Principal, Vicki Johnson and Associates</i></li> </ul>
Week 5 2/23	<ul style="list-style-type: none"> <li>• <b>Workforce Issues Analysis DUE by 10:30 a.m.</b></li> <li>• Careers in Convention and Trade Show Services – Guest Speaker: <i>Camille Stern, Sr. Vice President of Strategic Account Management, &amp; Tania Malik, HR Coordinator at SPARGO</i></li> <li>• Interviewing Techniques and Preparation</li> <li>• Developing Your Personal Pitch</li> </ul>
2/28 (Thursday)	<ul style="list-style-type: none"> <li>• <b>Mandatory Attendance Required at the SRT Career Social – 6:30pm – 8:00pm, HUB Ballroom, GMU Fairfax Campus</b></li> </ul>
Week 6 3/2	<ul style="list-style-type: none"> <li>• “What your boss expects you to know”</li> <li>• Professionalism</li> <li>• Compensation/Salary Negotiation</li> <li>• Professional Associations &amp; Networking</li> <li>• Cultural Competency &amp; Diversity in the Industry</li> <li>• Course Wrap-up</li> <li>• <b>Career Readiness Packet DUE by 10:30 a.m.</b></li> </ul>

Week 7 3/9	<ul style="list-style-type: none"> <li>• “The Interview” - Students should be prepared for a professional mock interview during their designated time slot</li> </ul>
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Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

### **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/> .

