George Mason University
College of Education and Human Development
School of Sport, Recreation and Tourism Management
Tourism and Events Management

TOUR 470 (001) - Career Preparation
1 Credit, Spring 2022
Wednesdays, 10:30 a.m. – 1:10 p.m., Nguyen Engineering Building 1109

Faculty

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Prerequisites/Corequisites

TEM Major (junior or senior status), TOUR 241

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. **Each undocumented/unexcused absence will
    automatically reduce your Assignments/Participation/Attendance grade. Points will
    be given each day for attendance. 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 unless they are being used for a learning activity.

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 (posted in Bb)

Course Performance Evaluation

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

- **Assignments and Examinations**

> Assignments, Participation, and Attendance - *Students are expected to attend and participate in every class session. In-class assignments/activities and homework assignments cannot be made up*

or turned in late.	
Interview – *Students will be required to prepare and go through a professional mock zoom interview.*	
Career Readiness Final Assignment - *Students will complete an individual career readiness final assignment that is focused on their future career goals. The career readiness assignment consists of several different components that will serve as a resource for professional development and will assist the student in obtaining a job or internship.*	

- **Other Requirements**

Attendance – Since this class only meets 7 times, it is essential that you attend class regularly. **Each undocumented/unexcused absence will automatically reduce your assignments/participation/attendance grade.** Points will also be deducted for tardiness or leaving class early.

- **Course Performance Evaluation Weighting**

Assignment	Weight
Participation/Attendance/Assignments	30% (.30)
Mock Interview	30% (.30)
Career Readiness Final Assignment	40% (.40)
Total	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	• Welcome/Introductions/Course Overview • Resume Preparation • Discussion – Thinking about your future career • Discussion – Impacts from the past 22 months/what your future career will look like?
Week 2 2/2	• Interviewing Techniques and Preparation • Video/Virtual Interviewing • *Pre-Experience Orientation *Required for TOUR 490* • Safety in the Workplace
Week 3 2/9	• Personal Branding • *Guest Speaker: Tareka Wheeler, Founder & CEO, T. Wheeler Strategic Solutions, LLC* • Compensation/Salary Negotiation • *Guest Speaker: Camille Stern, VP of Strategic Account Management, Spargo*
Week 4 2/16	• *Guest Speaker: Gabby Hughes, Front Desk Supervisor, & Gemma Brown, Director of Rooms, Salamander Resort and Spa* • University Career Services Overview • *Guest Speaker: Philip Wilkerson, Industry Advisor, University Career Services* • Handshake/LinkedIn •
Week 5 2/23	• Preparing Cover Letters/Business Letters • Preparing Professional Emails • Professional Associations • Networking • Developing Your Personal Pitch • Telephone Etiquette
Week 6 3/2	• Social Styles/Understanding and Working with Others Effectively in the Workplace • Professionalism/Transitioning to the Workplace • Cultural Competency/Implicit Bias/Anti-racism in the workplace • "What your boss expects you to know" • Internship Reminders/Course Wrap-up
Week 7 3/9	• "The Interview" - Students should be prepared for a professional mock interview during their designated time slot which will be held on different days throughout this week.

	• Career Readiness Assignment DUE by 11:59 pm Must be submitted through Bb.

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

Students must be fully familiar with the document, "Safe Return to Campus and Remote Learning Guidance for Students Enrolled in CEHD Courses," which is posted as an addendum under the "Syllabus" tab of the course Blackboard site.

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 https://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 https://ds.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 VIA should be directed to viahelp@gmu.edu or https://cehd.gmu.edu/aero/assessments. Questions or concerns regarding use of Blackboard should be directed

to https://its.gmu.edu/knowledge-base/blackboard-instructional-technology-support-for-students/

- For information on student support resources on campus, see https://ctfe.gmu.edu/teaching/student-support-resources-on-campus

Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking: As a faculty member, I am designated as a "Responsible Employee," and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason's Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason's confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance from Mason's Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu.

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