

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

TOUR 214 – Hospitality Tourism and Events Management Accounting
Credits: 3
Fall 2023

DAY/TIME: Mondays 4:30p.m. – 7:10p.m
LOCATION: Innovation Hall, Room 205
PROFESSOR: Edward Hoganson
EMAIL: ehoganso@gmu.edu
PHONE NUMBER: 571-529-6111 (*office, landline phone – will not accept text messages*)
OFFICE HOURS: After class and by appointment

PREREQUISITES/COREQUISITES: None

COURSE DESCRIPTION

Provides an overview of financial accounting for hospitality, tourism and event managers. Presents financial accounting from the perspective of recording financial transactions, developing financial statements and evaluating investment and operational decisions. Emphasizes efficient use of spreadsheets in managerial decision making.

LEARNER OBJECTIVES

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

1. Understand key accounting principles
2. Develop financial statements including balance sheets and income/loss statements
3. Interpret financial statements for the purposes of making decisions and informed judgments about ethical business management
4. Evaluate the managerial implications of financial assessment tools
5. Critically assess investment opportunities
6. Build a fundamental understanding of risk-adjusted returns and time-value-of-money
7. Develop an understanding of Excel software through hands-on exercises

COURSE POSTINGS

Grades, select handouts and other class materials will be posted on Blackboard.

COURSE DELIVERY METHOD

The class will be delivered in person and class participation will be critical. The weekly class will be divided into subsections that will include lectures, class discussions, group activities, computer/Excel software exercises and student presentations. There will be a short break during each class. Safety protocols (e.g., distancing, masks, etc.) will follow university policies.

TECHNICAL REQUIREMENTS

This is an introductory class with no previous accounting or finance background required. Students will be expected to have access to Excel software and to a computer during class. The class is being conducted in a “computer room” and students can fully use the University

resources available to them in the classroom or they may rely on their own personal laptops. The University computers have Excel software installed. It is your responsibility to be familiar with the computer resources in the classroom and, if you are using a personal computer, to ensure that Excel is available on that computer.

Students are also expected to consistently access their GMU emails and use Blackboard since the class will use these avenues of communication.

COURSE OVERVIEW

This course explores diverse aspects of financial accounting, focusing on the hospitality, tourism, and events management industries. A fast-paced course covering the basics of generally accepted accounting concepts with an emphasis on understanding financial statements and evaluating the financial and accounting implications of investment and operational decisions. The course will emphasize the use of Excel spreadsheets. By the end of the course, students will be proficient in the use of basic Excel techniques and will have a solid grasp of fundamental accounting and financial principles. While class examples will focus on hospitality, tourism, and events management industries, the critical accounting concepts will apply to diverse industries and even to personal finance.

This class is taught by an affiliate faculty member who has more than 20 years of experience in the hospitality industry, including serving as the chief financial officer for both public and private companies. He will introduce the students to business leaders in the industry and the class discussion will draw upon current business examples to illustrate key course objectives. The affiliate faculty member has taught finance and accounting classes at George Mason and Georgetown University.

The course will touch on financial ratios, return on investment concepts and other profitability measures that will build a foundation for TOUR 414 and other advanced finance courses.

Attendance, Punctuality and Participation - Regular attendance and punctuality are essential. Unexcused absenteeism and late arrival to class will adversely affect the student's class participation grade. Students will be expected to have completed any required reading prior to class and students should be prepared to discuss the material with the instructor, their classmates and/or guest speaker.

At times, students may be asked to lead/facilitate class discussions. To prepare for these conversations and better ensure thought-provoking debate, the students may need to review additional information not provided in the class.

Classes will be broken into segments and there will be a very brief scheduled break roughly mid-way through the class. Students may use the break time to snack, caffeinate, check emails, etc., but will be required to return to class physically and mentally at the specified time.

Guest Speakers -- Throughout the semester, guest speakers will discuss how their unique perspectives apply to the class topic. Guest speakers include senior executives from hotel ownership and hotel brand companies as well as individuals working in operations at hotels and events management firms.

Homework – There will be weekly assignments to be completed outside of class. Some of the homework assignments specifically encourage collaboration with classmates; otherwise, students will complete the homework assignments independently. All homework assignments are due at the beginning of class on the assigned due date and must be submitted via Blackboard unless otherwise noted. Oftentimes homework assignments will be reviewed in class and therefore, assignments cannot be turned in late without prior approval from the instructor. At the end of the semester, the lowest homework grade will be dropped from the grading calculations. Students who cannot attend class will still be expected to turn in homework via email prior to the start of the class.

Quizzes – Throughout the semester, there will be five pre-scheduled short quizzes (no “pop” quizzes) or roughly one quiz every two to three weeks. These quizzes will cover the cumulative information discussed in class and the cumulative information covered in the required reading. At the end of the semester, the lowest quiz grade will be dropped from the grading calculations. There will be no make-up or early quizzes offered for students who cannot attend the class on the given date. If a student misses a class with a quiz, that quiz will not be included in the grade calculations (i.e., no penalty for the missed quiz).

Midterm and Final Exam – The midterm will cover material presented in the first half of the course. The final exam will cover material reviewed during the entire semester, with an emphasis on the second half of the course. Exam questions may be redundant to the quizzes and homework assignments. Therefore, students would be well-advised to stay current on the materials and to review quizzes and homework prior to the exams. Exams will be completed on the scheduled dates. The Midterm Exam will be during class time and the Final Exam will be an open-book, take-home exam on the specified date. Make-up exams will only be available to documented approved absences.

Syllabus Changes – The instructor reserves the right to change this syllabus to adapt to the classroom dynamics and to improve the quality of the overall learning experience.

Inclement Weather Policy – In the case of inclement weather, please call 703-993-1000 to determine the university policy as to whether classes will be held.

READING ASSIGNMENTS

Required reading assignments will be posted on Blackboard at least one week prior to the time that students will be expected to read the materials and that they will be covered in class. These required readings will draw mainly from the textbook indicated below and may include an assortment of articles, brief excerpts from other textbooks, industry analyst reports and other written materials.

Students have the option to purchase the textbook in e-version or hard copy.

Required text: Marshall, McManus, Viele (2020). *Accounting What the Numbers Mean*, 12th Edition. NY: McGraw Hill. (Hereafter referred to merely as “*Accounting*”.)

Moreover, as mentioned above under Technical Requirements, students will be required to have access to Excel software during the class and for assignments.

EVALUATION:

Class participation (preparation and discussion):	20%
Homework:	20%
Quizzes:	20%
Midterm Exam:	20%
Final Exam:	<u>20%</u>
Total:	100%

Grading Scale:

A = 94 – 100	B+ = 88 – 89	C+ = 78 – 79	D = 60 – 69
A- = 90 - 93	B = 84 – 87	C = 74 – 77	F = 0 – 59
	B- = 80 – 83	C- = 70 – 73	

COURSE SCHEDULE

Date	Class Topics	Required Reading PRIOR to class
Week 1, August 21:	The Language of Business	<i>Accounting What the Numbers Mean: pgs 22-25</i> and <i>Accounting: pgs 28-43, 49-53</i>
August 28:	Ratios and Financial Returns	<i>Accounting: Chapter 3</i>
September 4:	Holiday, no class	
Week 3, September 11:	Balance Sheet & Journal Entries Quiz 1 (covering weeks one and two)	<i>Accounting: Chapter 4</i>
September 18:	Cash is King (and other liquid assets) [Note, this class may be remote due to the instructor's travel schedule – details to follow]	<i>Accounting: Chapter 5</i>
Week 5, September 25:	Land, Building and Equipment	<i>Accounting: Chapter 6, pages 187-209</i>
October 2:	Time Value of Money Quiz 2 (covering weeks one through five)	<i>Accounting: Chapter 6, pages 209-217</i>
October 9:	Holiday, no class. Class is held on Tuesday, October 10	
Week 7, October 10:	Liabilities	<i>Accounting: Chapter 7</i>
October 16:	Equity and Review Quiz 3 (covering weeks one through eight)	<i>Accounting: Chapter 8</i>
Week 9, October 23:	Introduction to the Income Statement MIDTERM EXAM (in class)	(no reading) Review your notes, homework and quizzes!
October 30:	Income Statement	<i>Accounting: Chapter 9, pages 320-341</i>
Week 11, November 6:	Statement of Cash Flows, Internal Controls and Notes to the Financial	<i>Accounting: Chapter 9, pages 341-349</i> Handout from the Instructor
CLASS will be held at the Ritz-Carlton, Tysons Corner, starting at 4:45pm		
November 13:	Measuring Value Quiz 4	<i>Accounting: Chapter 16, pages 602-617</i>
Week 13, November 20:	Measuring Value, continued pages 617-629	<i>Accounting: Chapter 16,</i>
November 27:	Review Quiz 5 – Take home Quiz, due at the beginning of class	Review your notes, homework and quizzes!
December 11:	FINAL EXAM (open book)	

GMU Policies

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honor-code/>].
- Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will commence at the time the written letter from Disability Services is received by the instructor. [See <http://ds.gmu.edu/>].
- 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 George Mason University 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 must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.

Campus Resources

- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>.
- Questions or concerns regarding the use of Blackboard should be directed to <http://coursesupport.gmu.edu/>

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

NOTICE of mandatory reporting of sexual assault, interpersonal violence and stalking: As a faculty member, the instructor is 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 a student wishes to speak with someone confidentially, please contact one of George Mason’s confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling Psychological Services (CAPS) at 703-993-2380. A student may also seek assistance from Mason’s Title IX Coordinator by calling 703-93-8730 or emailing titleix@gmu.edu.

CORE VALUES COMMITMENT: The College is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles. More information can be found at <http://cehd.gmu.edu/values/>