



Arkansas Tech University
Department of Parks, Recreation and Hospitality Administration
HA 4253 Club Management
Spring 2014

Hospitality Administration Mission Statement:

The mission of the Hospitality Administration Program is to provide quality education in hospitality administration, build a foundation for professional growth and development and encourage lifelong learning.

Lodging and Club Management Emphasis Learning Outcomes

At the conclusion of the program, students will be able to:

1. Understand and analyze the functions of lodging and club operations.
2. Distinguish guest needs specific to operational settings.

HA Course Number	HA Course Title	ACPHA Standard(s)	Learning Outcome(s)	Artifact(s)
HA 4253	Club Management	The marketing of hospitality goods and services	The student will <i>discover</i> the contributions of the club market on the hospitality industry	Exams, property evaluations, critiques and case studies
		The economic environment of profit and non-profit organizations	The student will <i>analyze</i> and <i>contrast</i> the establishment hierarchy, governance and management of clubs	Critique organizational charts and management hierarchies

Instructor: Susan West
106 Williamson
479-356-6205 Office
Email: swest7@atu.edu

Office Hours: Tuesday and Thursday 9:00 AM -2:00 PM

Class Times: Thursday: 2:30-5:20 p.m. **NOTE:** if traveling to visit clubs outside the River Valley area, we may not return to Russellville until after 6:00 p.m.

Location of Class: Williamson 205

Required Text(s): Perdue, Joe, CCM, CHE, (2013). *Contemporary Club Management*. Third Edition-The American Hotel & Lodging Educational Institute. ISBN: 978-0-86612-408-9

Catalog Description: Prerequisite(s): Junior standing and nine hours of HA courses, or permission of the instructor. This course analyzes the organizational diversity of clubs exploring governance, management and operations of profit and non-profit clubs.

Student Accommodations: Anyone who has special needs or considerations to assist in learning or test taking should speak with the instructor privately so that adjustments may be made. This should be done within the first two weeks of classes or as soon as the need arises. Students with accommodation needs must register with the Disability Coordinator/University Testing Center at 479-968-0302.

Academic Honesty

Academic dishonesty refers to the various categories of cheating and plagiarism in the classroom.

- **Cheating** on an examination, quiz, or homework assignment involves any of several categories of dishonest activity.
Examples of this are: a) copying from the examination or quiz of another student; b) bringing into the classroom notes, messages, or crib sheets in any format which gives the student extra help on the exam or quiz, and which were not approved by the instructor of the class; c) obtaining advance copies of exams or quizzes by any means; d) hiring a substitute to take an exam or bribing any other individual to obtain exam or quiz questions; e) buying term papers from the Internet or any other source; and f) using the same paper to fulfill requirements in several classes without the consent of the professors teaching those classes.
- **Plagiarism** is stealing the ideas or writing of another person and using them as one's own. This includes not only passages, but also sentences and phrases that are incorporated in the student's written work without acknowledgement to the true author. Any paper written by cutting and pasting from the Internet or any other source is plagiarized. Slight modifications in wording do not change the fact the sentence or phrase is plagiarized. Acknowledgment of the source of ideas must be made through a recognized footnoting or citation format. Plagiarism

includes recasting the phrase or passage in the student's own words of another's ideas that are not considered common knowledge. Acknowledgement of source must be made in this case as well."

Classroom Procedure: Classroom procedure for this class may include all of the following formats: Lectures, discussions, group assignments, class demonstrations, student demonstrations, PowerPoint presentations, outside readings, field trips, and/or guest speakers.

Field Trips: It is Arkansas Tech University policy that students are not required to attend field trips. However, in lieu of the field trip, a substitute project/paper may be required to be completed by the student not attending the field trip.

Field Trip Etiquette: The instructor expects all students to dress in a professional manner. No shorts or tank tops will be accepted. Shoes must be clean and polished. Please note personal hygiene, you are representing Arkansas Tech University, the Hospitality Department and yourself. You only get one chance to make a good first impression.

Course Requirements: The following are course requirements for Club Management:

- Read assigned materials for comprehension before class.
- Complete your assignments as required in a timely manner. **No late work will be accepted!**
- Take an active part in class, listen, ask questions; offer opinions, the more you put into this class the more you will get out of it.
- Completion of all assignments. All assignments should be completed at the designated time. Any make up work will require a prior medical or judicial excuse.
- Completion of 5 labs

Exams: There are three (3) exams for this course including final exam. The exams will each weigh 100 points. The final exam will weigh 200 points. The instructor has the right to make any/all exams using multiple choice, true/false, fill-in-the-blank, short answer or essay. No exam will be made up without a prior written medical or judicial excuse.

Lab Assignments: There will be five labs. These will be fieldtrips to various clubs in the state. Some will be close and you may carpool, for others, transportation will be provided and you will have lab reports that will have to complete for credit on the trip. The total points for labs will be 500.

Exercises/Assignments: Various times throughout the semester, you may be required to have outside or in class assignments. I will NOT ACCEPT LATE WORK! Total points will be 300.

ATU Attendance Policy

From the 2013-2014 Catalog: “Regular class attendance is considered essential if students are to receive maximum benefit from any course. Control of class attendance is vested in the teacher, who has the responsibility of defining early in each course his/her standards and procedures. A student accumulating an excessive number of unjustifiable absences in a course may be dropped from the course by the instructor with a grade of “FE.” A student who is dropped from three courses in a semester for unsatisfactory class attendance may be immediately suspended.” As this class will only meet once a week, you could be dropped for missing more than 4 classes. **It will be your responsibility to sign in each day that you are in class!**

Your Role as a Student/Participant: I request that you come to class on time. Coming into class late is disruptive to me as well as your peers. If you leave class before class is dismissed and have not made prior arrangements with me: you will be counted as absent. Discussions will be held periodically in class and I encourage full class participation. During class participation I will NOT tolerate inappropriate language including negative terms regarding ones ethnicity, gender, sexual preference, or physical or mental difference. I expect you to manage your time well and keep abreast of all important dates and assignments. In return for your cooperation I will be on time for class, be well prepared and will treat you with mutual respect and encourage and help you in any way possible.

Alternate Assignments: The instructor reserves the right to add and/or delete assignments from this syllabus. For projects/papers a rubric will be provided outlining details.

Methods of Evaluation:

Exams (2 @ 100)	= 200
Final (1 @ 200)	= 200
Lab reports 5@ 100)	= 500
Exercises/Assignments	=300
Total Points	= 1200

Grading Scale:

A = 90% or above
B = 80 - 89%
C = 70 - 79%
D = 60 – 69%
F = 59% or below

Daily Schedule of Classes*Subject to change*

Date	Lecture/Test	Topic/Chapters
Jan 16	Orientation	Class Introduction and Orientation
Jan 23	Lecture	Chapter 1, General Club Management Chapter 2, The Board of Directors
Jan 30	No Class Meeting	Outside Assignment
Feb 6	Lecture	Chapter 3, Leading Clubs Effectively
Feb 13	Lab #1	TBA
Feb 20	TEST	TEST 1, Chapters 1-3
Feb 27	Lecture	Chapter 5, Effective Communication Chapter 6, Club Marketing
Mar 6	Lab #2	TBA
Mar 13	Lecture	Chapter 6, Club Marketing
Mar 20	Lab #4	TBA
Mar 27	SPRING BREAK	
Apr 3	Lecture	Chapter 7, Membership Marketing Chapter 9, Training and Professional
Apr 10	TEST	TEST 2, Chapters 5-6-7-9
Apr 17	Lecture	Chapter 10, Club F/B Operations Chapter 12, Club Technology
Apr 24	Lab #5	TBA
Apr 29	Reading Day	
MAY 1	FINAL 3:30-5:30 over Chapter 10 and 12 **THIS IS DIFFERENT	

