Instructor: Wayne W. Smith PhD
Associate Professor - Department of Hospitality and Tourism Management
School of Business – College of Charleston
5 Liberty Street, Beatty Center #302
Charleston, South Carolina, USA
29424-0001
Email: smithww@cofc.edu
Office Phone: 843.953.6663
Fax: 843.953.5697

Office Hours: T & R – 10:00 – 12:00 PM - Other times by appointment

Course Description:
In-depth treatment of current areas of special concern within the field of business administration. A maximum of six hours of special topics courses may be applied toward the business major elective requirement.

Prerequisite(s): Junior standing; other prerequisites depending on topic.

Project Description:
This course will examine hospitality entrepreneurship.

Text:
Learning Goals:

The learning goals are:

- **COMMUNICATION SKILLS**: Students will demonstrate the ability, via both written (survey design & report writing) and spoken word (data collection & presentation of the results), to effectively present, critique, and defend ideas in a cogent, persuasive manner.

- **QUANTITATIVE FLUENCY**: Students will demonstrate competency in logical reasoning and data analysis skills as a result of completing the analysis of the three research studies.

- **GLOBAL AND CIVIC RESPONSIBILITY**: Students will be able to identify and define social, environmental and economic challenges at the local levels as a result of completing these studies. Students will also be able to integrate knowledge and skills in addressing these issues.

- **SYNTHESIS**: Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks as a result of completing these projects.

Professor’s Policies

- Please come see the professor if you need help with the course materials.
  - If the office door is open, please feel free to knock and enter (unless someone else besides me is already in the office).
  - If you want a specific time to meet outside of office hours, please make an appointment via Email.

- Please use your school Email account for all electronic correspondence with the professor & industry clients.
  - When Emailing please put the course number in the subject line and remember to check your grammar and spelling.
  - The professor tries to respond to all correspondence within 24 hours however; sometimes circumstances do arise when that is not possible. If you have not received a reply in 24 hours, please resend the Email with a reminder.

- All assignments are due at the beginning of class in which they are due.
  - All assignments collected after that time is considered late and a 25% per day penalty will be assessed unless prior arrangements between the student and the professor were made.
  - All assignments must be handed directly to the professor. DO NOT slide assignments under the professor’s office door!
College of Charleston Honor Code and Academic Integrity

Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved.

Incidents where the instructor determines the student’s actions are clearly related more to a misunderstanding will handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed by both the instructor and the student, will be forwarded to the Dean of Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration—working together without permission—is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information stored on a cell phone), copying from others’ exams, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

Students can find the complete Honor Code and all related processes in the Student Handbook at http://www.cofc.edu/studentaffairs/general_info/studenthandbook.html.

Disability Statement

This College abides by section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act that stipulates no student shall be denied access to an education “solely by reason of a handicap.” Disabilities covered by law include, but are not limited to, learning disabilities and hearing, sight or mobility impairments. If you have a documented disability that may have some impact on your work in this class and for which you may require accommodations, please see an administrator at the Center of Disability Services, (843) 953-1431 or me so that such accommodation may be arranged.
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**Grading**

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**Schedule**

**Semester I**

- Week 1 – Defining Innovation
- Week 2 – New Product Development
- Weeks 3 to 4 – Sales and Strategy
- Week 5 – Pitch Competition