**Instructor of Record:** Robert (Bob) Frash, Ph.D.

**Email:** frashr@cofc.edu *Replies typically attempted within 24-48 hours*

**Phone:** 843.953.0827

**Office:** J C LONG 306

**Office Hours:** T-R 3-5pm (Other times are available; it is best to make an appointment, regardless.)

**Schedule of Activities:** Refer to the Course Calendar

**Class Locations:** ECTR 115

**Class Meeting Days/Time:** T-R, 12:15-1:30

**Course Prerequisites:** Senior status; ACCT 203, ACCT 204, DSCI 232, ECON 200, ECON 201, MGMT 301, MKTG 302, FINC 303, HTMT 210, HTMT 352; HTMT 444 may be taken concurrently; BLAW 205 and DSCI 320 are both recommended.

**Required Texts & Materials:**
- Readings on OAKS
- Get Backed by Baehr and Loomis, ISBN 978-1-63369-072-1 (only one book is required per team and e-book available through the CofC library)
- Printed Pitch Deck for final presentation poster ($35 at Copy Center)
- Laptop computer with wireless web accessibility (at least two per team)

**Pitch Deck Presentation Day:**
This course is the HTMT capstone. At times it requires extraordinary measures and effort. One particular event, as an example of this, is the Pitch Deck Presentation Event, on Thursday, April 9th, 2020. The event runs from 2:30-4:00 PM. This is outside of the normal class period. **If you have conflict with another class, you are required to inform the instructor ASAP so that some accommodation can be made.**

**Course Description:**
This course is the capstone course for the HTMT major program. The course involves the integration and application of interdisciplinary management concepts, theories, and practices instrumental to management success within the hospitality and tourism industry.

**Course Components / Point Allocation:**

<table>
<thead>
<tr>
<th>Course Component</th>
<th>Assignment Type</th>
<th>Points Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading Quizzes (4 @ 10)</td>
<td></td>
<td>40</td>
</tr>
<tr>
<td>Homework (5 @ 20)</td>
<td>Individual &amp; Team ass.</td>
<td>100</td>
</tr>
<tr>
<td>Pitch Deck Project</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Due Diligence Portfolio Drafts (5 @ 25 pts ea)</td>
<td>Team ass.</td>
<td>125</td>
</tr>
<tr>
<td>Final Pitch Deck Files (Due Diligence, Pitch Deck, Financials)</td>
<td>Team ass.</td>
<td>450</td>
</tr>
<tr>
<td>Pitch Deck Presentation</td>
<td>Team ass.</td>
<td>200</td>
</tr>
<tr>
<td>ETS Final Exam</td>
<td>Individual ass.</td>
<td>85</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td></td>
<td><strong>1,000</strong></td>
</tr>
</tbody>
</table>

*Course components and the points assigned them may be changed, added or dropped, at instructor’s discretion, should it be warranted. Students will be notified through OAKS, should changes occur.*

**Grading Scheme:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93-100%</td>
</tr>
<tr>
<td>A-</td>
<td>90-92.9%</td>
</tr>
<tr>
<td>B+</td>
<td>87-89.9%</td>
</tr>
<tr>
<td>B</td>
<td>83-86.9%</td>
</tr>
<tr>
<td>B-</td>
<td>80-82.9%</td>
</tr>
<tr>
<td>C+</td>
<td>77-79.9%</td>
</tr>
<tr>
<td>C</td>
<td>73-76.9%</td>
</tr>
<tr>
<td>C-</td>
<td>70-72.9%</td>
</tr>
<tr>
<td>D+</td>
<td>67-69.9%</td>
</tr>
<tr>
<td>D</td>
<td>63-66.9%</td>
</tr>
<tr>
<td>D-</td>
<td>61-62.9%</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 60.9%</td>
</tr>
</tbody>
</table>
Learning Objectives
The student will develop a hospitality and/or tourism (HTMT 210, HTMT 444) business venture, utilizing socio-technical hospitality systems (HTMT 352, HTMT 444), and by integrating the following written and verbal competencies:

- Presentation of accounting information essential to make HTMT business decisions, demonstrating control procedures and logical business decision making within a national or international organization (ACCT 203, 204)
- Implementing marketing strategies for consumer behavior, product and services mixes, branding and/or packaging, channels of distribution, pricing, advertising and promotions, and salesmanship (HTMT 352, MKTG 302)
- Employ statistical analyses to determine market and business prospective utilizing relevant technological solutions (DSCI 232)
- Development of capital budgets and financial pro forma (FINC 303)
- Determination and utilization economic trends including social goals, employment and economic growth/decline, and product and services pricing (ECON 200, 201)
- Facilitating dynamic individual and group behaviors in an organizational process (MGMT 301)

Disabilities Statement
If there is a student in this class who has a documented disability and has been approved to receive accommodations through SNAP Services, please feel free to come and discuss this with me during my office hours.

Attendance:
Attendance is important! Due to the team nature of much of the course activities, the student is required to be in class to participate with her or his team members. Research indicates that class discussion fosters enhanced learning for all class members and builds a more robust cognitive schema (Gagne, 1985; & Hamblin, 1974). Therefore:

- Anyone missing more than 2 class periods may be deemed ineligible for a grade of “A.”
- Anyone missing more than 3 class periods may be deemed ineligible for a grade of “B” or better.
- Anyone missing more than 4 class periods may be deemed ineligible for a grade of “C” or better.
- Anyone missing more than 5 class periods may be deemed ineligible for a grade of “D” or better.

Attendance is only excused for medical or other serious and legitimate reasons.

Student must submit documentation for any absence considered for excuse within one week of the absence.

Factors in Grading:
- Class participation, attitude, teamwork and demeanor will be noted by the instructor and used to swing grades up or down
- All course work (unless otherwise noted by the instructor) must be:
  - Word processed in MS Word and
  - Double spaced with topic headers (NOTE: The final business plan's line spacing is discretionary.)
  - Grammatically correct (NOTE: Grammatical errors will warrant grade reductions.)
  - Consistent with the Publication Manual of the American Psychological Association (APA) 6th ed format for bibliographic entries (All in-text referencing should utilize MS Word Footnotes).
- All course work must be submitted on-time. Coursework submitted late will warrant a reduction in grade at the discretion of instructor relative to the degree and nature of the tardiness (In the case of an email submission, the time and date of reception will act as the official submission instance).
- Professional demeanor is always mandated in and out of class regarding all course related activities.

Homework Assignments
There are five homework assignments that relate to and support the pitch deck process. The assignment due dates are noted in the Course Calendar. Each homework assignment instruction guideline is listed in OAKS.
Pitch Deck Project

Team Contract
Each team will complete and sign-off on a contract that specifies what each team member is expected to contribute. Better contracts include sufficient details of each member’s contribution to ensure accountability.

Due Diligence Portfolio
There are five sections in the Due Diligence Portfolio: 1. Executive Summary/Company Description, 2. Market Analysis, 3. Operation Plan, 4. Marketing Plan, and 5. Pro Forma Financials. Student teams will submit drafts of these sections and receive feedback to ensure a more proficient final product. See the Pitch Deck Project Guidelines.

Pitch Deck
A pitch deck is an audiovisual series of images and words disseminated in a PowerPoint presentation that illustrate your concepts story and business model. Pitch decks have largely come to replace the more traditional business plan approach to gaining investment for a startup business. Pitch decks typically include 8 to 20 slides. Your pitch deck slides will typically include the following slides: 1. Cover, 2. Overview, 3. Opportunity, 4. Solution, 5. Operations, 6. Market, 7. Competition, 8. Team, 9. Sales Forecast, 10 Financials, 11. Exit Strategy, 12. FAQs

Presentation Poster and Materials
Each team will present (a.k.a. pitch) their concept to a pool of judges, who act in the role of investors, on November 14th, 2019, from 2:30 to 4:00 pm, in a public space. Students will construct a poster to represent their venture and provide supporting materials and props to help convince the judge your concept is worthy of the investment capital you seek.

Essay of Individual Contribution to the Project (each student must submit an essay)
Each student must submit a complete and detailed narrative that conveys their respective contribution to the team’s process and outcome. The essay should be organized chronologically and state specifically what was contributed throughout the Pitch Deck Project process.

Team Process
HTM organizations have asked the academy to prepare students for the increased team emphasis found in today’s workplace. Team-based learning has been shown to promote enhanced academic achievement. The class will be divided into teams of typically four students each.

All assignments submitted for the team must have the team’s name and the participating team members’ names. Only team members that attend class and/or team meetings and participate in team activities and should be listed on the assignment submissions. Team members will earn an adjusted pooled team grade for all team-based assignments predicated on student’s individual contribution to the whole.

To eliminate social loafing, free riding or any other individual withholding of effort, students are to exercise the following:
1. Complete a “Team Contract” (see OAKS). The Team Contract should set each team member’s expectations and facilitate communication.
2. Essay of Individual Contribution to the Project (each student must submit an essay)
3. All students must submit a diary of your personal contributions and a peer evaluation at the end of the semester (Form is found on OAKS). The process requires each student to rate the percentage of individual input associated with each team member’s assignment contribution. Should the evaluations suggest a team member is not contributing his or her fair share of the work; their grade can be reduced accordingly at the discretion of the instructor.
4. A team member may also be terminated (aka fired) from the team by his or her teammates (Form is found on OAKS). Should the other teammates provide a preponderance of evidence indicating that the student in question did not offer a significant contribution to the team effort, the student in question can be fired from the team through instructor arbitration. In such a case, the “fired student” would have to submit an independent assignment on her or his own to receive a grade. However, the “fired student’s” subsequent independent assignment grade will be penalized by 10%.

If there is a problem with your team’s process or any individual member of your team, REPORT THE PROBLEM TO YOUR INSTRUCTOR AS SOON AS POSSIBLE.

Nondisclosure Agreement
The HTMT Department does its best to support its students, especially in this, the capstone class. As such, it offers its considerable industry contacts to you in order that you can be exposed to, and get feedback from, current real-world businesses. Often this means that you will be exposed to or given confidential proprietary information/data—financial and otherwise. These businesses and their representatives share this with you with the strict understanding that you will disclose anything that is shared or offered with anyone outside of the HMTT 488 classroom. To that end, each of you will
sign a statement of nondisclosure, which can be legally binding. The College of Charleston is confident that none of its students would intentionally divulge confidential and privileged information but signing the statement of nondisclosure is meant to keep you diligent about your need for confidentiality.

**ETS Final Exam**
The ETS Major Field Test is a two-hour, multiple-choice, norm-referenced test administered to graduating students assessing mastery of general business concepts, principles, and knowledge. The test evaluates the student’s ability to analyze and solve problems, understand relationships, and interpret material. The content area includes: accounting, economics, management, quantitative business analysis, information systems, finance, marketing, legal and social environment, and international issues.

This is an important evaluation that the School of Business uses to gather student learning data to improve our courses and programs so that students will be competitive in today’s job market. The aggregate data, analysis of the data, recommendations for program improvement, and follow-up assessment are reported to our accrediting agencies. We have longitudinal comparative data from 2006 to the present.

Direct benefits to students include:
- Add high percentile scores to your resume or in application letters to graduate programs
- Enhances the reputation of the School of Business, increasing the value and recognition of your degree

**All seniors in the capstone courses are required to take the test.** We appreciate your participation and encourage you to take this seriously by giving your best effort to the test. Sign-up information will be forthcoming.

The exam is worth 85 points. Your raw score grade will be used to determine how many points you will earn.

**Instructor’s Note**
I consider teaching, working, and learning with scholars such as you, an honor and a privilege. Notwithstanding our various levels of experience, each of us brings a valid contribution to the class. Though I hope to be a worthy resource for each of you, I view my principle function as a facilitator of your diverse contributions.

**OAKS**
The class will utilize OAKS, which is an integrated web-based learning management system (LMS) that is integrated with College of Charleston’s BANNER infrastructure. OAKS is actually a CofC name given to an LMS designed by “Desire-2-Learn.” Every student officially registered for this class is added to OAKS automatically. You should log on to OAKS through your MyCharleston portal.

OAKS includes the courses:
- Syllabus
- Calendar
  *The course calendar will be changed periodically throughout the semester to accommodate class dynamics. Students are responsible for checking OAKS for updates.*
- Assignment guidelines
- Grades
- Class PowerPoint presentations
- And, all other course related materials that can be formatted digitally

**SB Learning Goals**
- **Intellectual Innovation and Creativity:** Students examine changing environmental trends (economic, social, technological, and regulatory), unsolved problems, and marketplace gaps to ideate a marketable entrepreneurial and/or enterprising business ventures.
- **Communication Skills:** Students will write professional documents that are technically correct and concise and make effective presentations utilizing technological tools and ability utilizing relevant discipline specific knowledge.
- **Quantitative Fluency:** Students will demonstrate critical thinking skills in identifying and evaluating problems and opportunities in the business environment and apply analytical techniques to formulate creative solutions utilizing relevant discipline specific knowledge.
- **Global and Civic Responsibility:** Students will recognize and examine the global implications of business decisions while evaluating and integrating innovative applications of these implications utilizing relevant discipline specific
knowledge. Students will also recognize and be able to appraise ethical dilemmas involved in civic decisions and competently engage in discourse aimed at resolution of these dilemmas utilizing relevant discipline specific knowledge.

- **Synthesis**: Students will synthesize a compliment of hospitality/tourism business skills (e.g. economics, accounting, finance, service management, marketing, and statistics) to produce a marketable business plan as judged by current industry executives.

**Center for Student Learning**

I encourage you to utilize the Center for Student Learning’s (CSL) academic support services for assistance in study strategies and course content. They offer tutoring, supplemental instruction, study skills appointments, and workshops. Students of all abilities have become more successful using these programs throughout their academic career and the services are available to you at no additional cost. For more information regarding these services please visit the CSL website at http://csl.cofc.edu or call (843)953-5635.

**Writing Lab**

ALL teams must attend the Writing Lab at least once during the latter half of the semester. Be sure to request “business writing” evaluation and support. Trained writing consultants will help you; they offer one-to-one consultations that address everything from brainstorming and developing ideas to crafting strong sentences and documenting sources. For more information, please call 843.953.5635 or visit http://csl.cofc.edu/labs/writing-lab/.

**Honor Code and Academic Integrity**

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

Incidents where the professor believes the student’s actions are clearly related more to ignorance, miscommunication, or uncertainty, can be addressed by consultation with the student. We will craft a written resolution designed to help prevent the student from repeating the error in the future. The resolution, submitted by form and signed by both the professor and the student, is forwarded to the Dean of Students and remains on file.

Cases of suspected academic dishonesty will be reported directly to the Dean of Students. A student found responsible 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.

It is important for students to remember that unauthorized collaboration—working together without permission—is a form of cheating. Unless a professor specifies that students can work together on an assignment and/or test, no collaboration is permitted. Other forms of cheating include possessing or using an unauthorized study aid (such as a PDA), copying from another’s exam, fabricating data, and giving unauthorized assistance.

Remember, 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 professor.

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

**Final Exams and Major Tests During the Last Week of Classes**

No major test or final examination may be given during the last week of classes (seven days prior to the designated last day of classes). A major test is defined as an examination worth 20% or more of the final course grade. No test, exam, or other assignment of any weight may be given on or due on Reading Day. Other assignments, such as semester-long projects, quizzes, homework and papers may be due during the last week of classes or during the regularly scheduled final exam period.

This policy does not apply to final laboratory examinations, oral examinations, portfolio or exhibition critiques, individual or group in-class presentations, performance courses, activity classes, bachelor’s essays, tutorials, and/or independent study projects. In exceptional circumstances, the Provost (or Provost’s designee) may waive these restrictions
Disabilities Statement
If there is a student in this class who has a documented disability and has been approved to receive accommodations through SNAP Services, please feel free to come and discuss this with me during my office hours.

References
