Please read this syllabus in its entirety. It is a part of the course content. Further, it is important that you understand what is required in this course and the time frames for completing assignments and activities.

### SECTION 1: COURSE INFORMATION

| COURSE # & NAME | HFT 6296 Strategic Management & Competitive Strategy for Hospitality & Tourism  
|                 | HFT 6296.591S14 |
| COURSE CREDIT HOURS | THREE (3) CREDIT HOURS |
| SEMESTER | SPRING 2014 (3/5/13 – 4/30/13) |
| DEPARTMENT/PROGRAM | School of Hotel and Restaurant Management |
| MEETING TIMES | TUESDAYS 3:00PM – 7:30PM |
| MEETING LOCATION | TBA |
| FORMAT | CLASSROOM |
| INSTRUCTOR NAME | MARCIA TAYLOR, PHD |
| OFFICE LOCATION | |
| CONTACT INFORMATION | (404) 232 – 0768 (MOBILE)  
|                 | Mhtaylor1@USF.EDU |
| OFFICE HOURS | BY APPOINTMENT, or PHONE |
| PREREQUISITES | HFT 6246 |

**COURSE DESCRIPTION:** Capstone experience with strategic decision-making principles in hospitality/tourism. Application of skills, knowledge and understanding of areas of concern for formulating and implementing operational strategies.

**COURSE OBJECTIVES:** This course aim to provide students with an in-depth knowledge of strategic management concepts and techniques in order that they can not only identify critical issues but also develop and implement successful strategies in tourism and hospitality organizations. It particularly aims to provide the big picture of managing hospitality and tourism organizations.

**ISBN:** 978-0-7506-6522-3

**SUPPLEMENTAL READINGS:**


**USEFUL WEB SITES:** The following websites will assist you in your online discussions and group project preparation.

- [http://www.hotelsmag.com](http://www.hotelsmag.com) register to receive daily e-mail updates
- [http://www.traveldailynews.com/](http://www.traveldailynews.com/) register to receive daily e-mail updates
- [http://www.hoovers.com](http://www.hoovers.com) to search for information about many companies
- [http://www.hotschool.cornell.edu/chr/](http://www.hotschool.cornell.edu/chr/) register Cornell Hotel School’s web page to download online case studies, reports and working papers. You will be given a login name and password.
- [http://www.shrm.org](http://www.shrm.org) register to receive weekly e-mail updates.
- [http://knowledge.wharton.upenn.edu/](http://knowledge.wharton.upenn.edu/) register to access online reports and articles. You will be given a login name and password.
- [http://groups.yahoo.com/group/SM-tourism](http://groups.yahoo.com/group/SM-tourism) this is an online discussion group which aims to discuss issues related to teaching and searching of strategic management in tourism & hospitality.

**APA Citation Style** [http://library.usf.edu/](http://library.usf.edu/)
OTHER USEFUL WEBSITES
www.hotelinteractive.com  www.hbrmag.com/

COURSE WEBSITE:

SECTION 2: MISSION, LEARNING OUTCOMES, & MEASUREMENTS

A. PROGRAM MISSION

*The College of Hospitality and Technology Leadership at the University of South Florida Sarasota-Manatee provides an intellectual, collaborative, ethical, inclusive learning environment for students pursuing leadership positions in hospitality and technology and graduating leaders for these industries to serve citizens of Florida, the U.S., and the world.*

B. PROGRAM LEARNING OUTCOMES:

C. LEARNING OUTCOMES

At the end of this course students will be able to:

1. Identify and evaluate critical issues in the hospitality and tourism industry and propose appropriate strategies to respond to these critical issues,
2. Demonstrate knowledge of leadership and strategic management theories and practices employed in the hospitality and tourism industry,
3. Analyze a hospitality and tourism company’s position.
4. Propose competitive strategies to be implemented by hospitality and tourism organizations,
5. Propose leadership development strategies in hospitality and tourism organizations.
6. Prepare and present a case study analysis project on a tourism and hospitality organization.

SECTION 3: LEARNING OUTCOME EVALUATION METHODS AND GRADING POLICIES

A. COURSE GRADING: assigned based on the total number of points earned on the following assignments:

<table>
<thead>
<tr>
<th>GRADE COMPONENT</th>
<th>POSSIBLE POINTS</th>
<th>ACTUAL POINTS</th>
<th>CUMULATIVE TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam</td>
<td>100</td>
<td></td>
<td></td>
</tr>
<tr>
<td>INDIVIDUAL ASSIGNMENTS</td>
<td></td>
<td></td>
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</tbody>
</table>
### Critical Issue Topic Analysis
- Critical Issue Topic Presentation: 25
- Preparedness/attendance/participation: 75

<table>
<thead>
<tr>
<th>TEAM ASSIGNMENTS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Study Analysis Report</td>
<td>75</td>
</tr>
<tr>
<td>Case Study Analysis Presentation</td>
<td>25</td>
</tr>
<tr>
<td>Company Analysis Project</td>
<td>100</td>
</tr>
<tr>
<td>Company Analysis Presentation</td>
<td>50</td>
</tr>
<tr>
<td>TOTAL</td>
<td>500</td>
</tr>
</tbody>
</table>

**B. HOW FINAL COURSE GRADE IS DETERMINED BASED ON 1000 PERCENTAGE POINTS?**

**COURSE GRADING SCALE**

<table>
<thead>
<tr>
<th>Letter Grades</th>
<th>Points Range</th>
<th>Percentage Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>465 - 500</td>
<td>93% - 100%</td>
</tr>
<tr>
<td>A-</td>
<td>440 - 464</td>
<td>88% - 92.9%</td>
</tr>
<tr>
<td>B+</td>
<td>435 - 439</td>
<td>87% - 88.9%</td>
</tr>
<tr>
<td>B</td>
<td>415 - 434</td>
<td>83% - 86.9%</td>
</tr>
<tr>
<td>B-</td>
<td>400 - 414</td>
<td>80% - 82.9%</td>
</tr>
<tr>
<td>C+</td>
<td>385 - 399</td>
<td>77% - 79.9%</td>
</tr>
<tr>
<td>C</td>
<td>365 - 384</td>
<td>73% - 76.9%</td>
</tr>
<tr>
<td>C-</td>
<td>350 - 364</td>
<td>70% - 72.9%</td>
</tr>
<tr>
<td>F</td>
<td>BELOW 349</td>
<td>0% - 69%</td>
</tr>
</tbody>
</table>

**C. CLARIFICATIONS ON GRADING ASSIGNMENTS REQUIRED**

1. **READINGS/RESEARCH AND PREPARATION (75 points/15%):**
   - In preparation for each class, students are responsible for reading the assigned materials – text, articles, cases, and research - prior to class. They are also responsible not only for the above, but for demonstrating their understanding of topics in class discussions, and assignments. Students are expected to ask questions about anything they do not understand.

**ASSIGNMENTS:**
- Each week students will be assigned chapter(s) and topics, to be discussed in-class. Each chapter should be read and the topic researched to thoroughly understand and discuss the topics. The assignments are exercises designed to help you understand and apply the concepts of “Strategic Management & Competitive Strategy,” prior to the in-class discussions. The findings will be discussed in-class. Although students prefer to work alone instead of in teams,
the company analysis and the case study analysis require teamwork. Teamwork is required because working together often creates synergistic value – allowing different perspectives to form a more comprehensive analysis.

WRITTEN ASSIGNMENTS:
Besides content, analysis and quality, written assignments/projects will be graded on writing skills, grammar, spelling, and clarity. The required report format is APA style. All written assignments submitted must include the correct APA style formatting, including citations and references. If you are not familiar with APA style, I encourage you to purchase a copy of the Publication Manual of the American Psychological Association or use the following Website for guidelines: http://owl.english.purdue.edu/handouts/research/r_apa.html.

All assignments must be typed (#12 font), double-spaced, pages numbered, with the title of the assignment, date on a cover sheet. Headings and subheadings must be used to separate sections. All written assignments must be submitted on Blackboard/Canvas.

PRESENTATIONS:
Formal presentations are required for the case analysis, company analysis project, and the critical issue assignment.

2. CRITICAL ISSUE PAPER AND PRESENTATION (75 points/15%): Examples of potential critical issues will be provided. Each student will select one critical issue to research and submit a report. In addition, each student will initiate and lead a class discussion on her/his critical issue paper. The following criteria will be used when assessing your paper and online discussions:

1. Demonstration of in-depth knowledge about relevant theories
2. Demonstration of in-depth knowledge of industry practices
3. Application of their knowledge into practice
4. Identification and evaluation of problems
5. Drawing conclusions
6. Providing recommendations
7. Referencing
8. Writing style and presentation

3. COMPANY ANALYSIS - CASE STUDY PREPARATION AND PAPER (150 points/30%):

Students in teams (between 3 & 4 students in each group) will prepare a strategic analysis report about a tourism and hospitality organization and present the report to the class. Each team will select one organization in the hospitality and tourism industry on which contemporary published information is
widely available. If and where possible, you may also approach this company and interview their (a) manager(s) or executive(s).

In this project, you should provide information about the company’s history, vision, mission, business strategy and issues related to external and internal environment, competitive advantage of the company etc. Based on your project you should draw key conclusions and provide strategic and tactical recommendations. Additional information will be provided online or class. This project will be cumulative and the students will be expected to demonstrate synthesis of the material covered in this subject.

More detailed information on the requirements for this project will be available on Blackboard/CANVAS.

4. **CASE STUDY ANALYSIS REPORT & PRESENTATION – (100 points/20%)**
   Students will work in teams of 3-4 to analyze an assigned case. The analysis of the cases should be between 6-10 pages, double-spaced. The analysis must include the following information: an overview of the company, summary of key issues, an analysis of the problem/challenge, answers to any questions posed in the case study and/or recommendations for addressing the major issues identify. The case analysis will require additional research on the company listed in the case study. Teams will submit analysis on the due date in the Safe-Assign Drop Box on blackboard prior to the start of class, as well as submitting a hard copy in class. Additional information on how to analyzing a case is available on Blackboard/CANVAS.

   Students will present a summary of the analysis to the class in a 20 minutes presentation, after which the class will discuss in detail, the case.

   **ONLY TEAM MEMBERS PRESENT IN CLASS ON THE DAY OF PRESENTATION WILL RECEIVE THE GRADE FOR THE ANALYSIS.**

5. **FINAL EXAM – (100 points/20%) -** There will be one exam at the end of the semester. This exam will aim to assess your knowledge and understanding of strategic management theories and concepts, learned during the semester. The format will be objective and may consist of multiple choice, fill-in-the-blanks questions; scenarios/questions, and mini cases. It will cover materials covered in class, the text, activities, student observations, case studies, assigned readings, and current events, when applicable. The exam questions will focus on your knowledge and intellectual skills, by testing your understanding of topics covered. In preparation for exams the objectives, for each chapter, will be useful to clarify the terms and help you to apply the principles to strategic management.
SECTION 4: TEACHING METHODS, PHILOSOPHY, & MESSAGE TO STUDENTS

A. TEACHING METHODS AND LEARNING STRATEGIES
   Open discussion of the topics as outlined (interactive case analysis sessions) will be used in a seminar format. Students should expect to explain material and relevant examples from readings and outside study during class periods. Open discussion of the topics as outlined (interactive case analysis sessions) will be used in a seminar format. Students should expect to explain material and relevant examples from readings and outside study during class periods.

   Learning strategies will be student focused, using both self-directed and group interaction. Students are expected and encouraged to apply their own professional experiences and perspectives to support and reinforce class materials.

   Students are also expected to be familiar with the material as assigned, and to keep up with the scheduled readings. Students are responsible for becoming familiar with all assigned materials.

B. TEACHING PHILOSOPHY AND EXPECTATIONS
   The education process works best when both the instructor and the student share in and are committed to the learning process. Therefore, the learning expectations for this course are based upon a set of assumptions about you as an adult learner. I view each student as a responsible individual, who are aware of and will initiate positive learning behavior. You will plan your time resources accordingly to maximize your learning. You will also learn, with your special experience and background, through interaction and participation in the classroom and through classroom activities or extra-curriculum activities. I will ask questions that will require you to conceptualize and analyze the “what if” of scenarios related to the law.

   Recognizing that each student is unique, and therefore each learning process will differ, I will assist each student with appropriate strategies and plans for instruction as well as creating an environment conducive to learning by making myself accessible and maintaining:
   1. a comfortable physical learning environment
   2. a comfortable psychological environment
   3. the respect of each individual in the classroom and stress the importance of honesty and integrity
   4. active participation in discussions, and
   5. accommodation of unforeseen circumstances

C. MESSAGE TO STUDENT - ATTENDANCE POLICIES and PARTICIPATION
   I will rely on each student to make mature and reliable decisions regarding their commitment and performance in this class. Your attendance is essential to your
success, although not mandatory, in this course and to the development of our classroom community. However, each class will include in-class assignments that cannot be made-up after the class is over. Note taking will be important for you to be able to grasp and understand fully the concepts and issues presented and discussed.

**ADA:** Reasonable accommodations will be made upon request of the instructor.

**FORBIDDEN:** Plagiarizing

1. Plagiarizing, which is copying words directly out of a published document without using quotation marks and giving the author credit; or paraphrasing another person's ideas or thoughts as your own without giving reference
2. Copying another person's work including using notes, cheat sheets, etc. during an exam
3. Handing in work prepared by another individual as your own work
4. Any act of intellectual or general dishonesty.

**RESULT:** Any violation will result in the assignment of a zero for the project or exam plus expulsion from the course.

**D. ATTENDANCE POLICIES and PARTICIPATION**

I will rely on each student to make mature and reliable decisions regarding their commitment and performance in this class. Your attendance is essential to your success, although not mandatory, in this course and to the development of our classroom community. However, each class will include in-class assignments that cannot be made-up after the class is over. Note taking will be important for you to be able to grasp and understand fully the concepts and issues presented and discussed.

My assumption is that since you have chosen to be in this course, you will handle your presence in the class responsibly and courteously. This means that you will abide by the rules and regulations of the class. You are responsible for all material discussed or assigned during the class. If you miss a class session, it is your responsibility to get that information from another student.
### SECTION 5: TENTATIVE CLASS SCHEDULE OUTLINED FOR FALL 2012 – SUBJECT TO CHANGE

<table>
<thead>
<tr>
<th>WEEK</th>
<th>CHAPTERS, TOPICS &amp; ASSIGNMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SYLLABUS, COURSE REVIEW, PROJECTS &amp; ASSIGNMENTS DISCUSSION</td>
</tr>
<tr>
<td></td>
<td>CHAPTER 1 – INTRODUCTION TO STRATEGIC MANAGEMENT</td>
</tr>
<tr>
<td></td>
<td>1. Discuss the historical origins of strategic management</td>
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<td>2. Identity the schools of thought on strategic management</td>
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<td>3. Describe the strategic management framework and its objectives</td>
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<td>4. Define the terms pertaining to strategic management</td>
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<tr>
<td></td>
<td>5. Assess various perspectives of strategic management and their significance</td>
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<tr>
<td></td>
<td><strong>Chapter 2 – Strategic Management in Hospitality and Tourism</strong></td>
</tr>
<tr>
<td></td>
<td>1. Define the hospitality and tourism context</td>
</tr>
<tr>
<td></td>
<td>2. Evaluate the characteristics and types of hospitality and tourism organizations</td>
</tr>
<tr>
<td></td>
<td>3. Discuss how characteristics of hospitality and tourism organizations influence the application of strategic management practices</td>
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<td>4. Evaluate the current level of strategy research in the hospitality and tourism field</td>
</tr>
<tr>
<td>2</td>
<td><strong>Chapter 3 – The hospitality and Tourism Industry Context</strong></td>
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<tr>
<td></td>
<td>1. Define and explain the role of the external environment in the context of the hospitality and tourism business</td>
</tr>
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<td></td>
<td>2. Explain strategy formulation from a contingency perspective</td>
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<td></td>
<td>3. Classify the environment into specific categories</td>
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<td></td>
<td>4. Define and analyze the firm’s task environment</td>
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<td></td>
<td>5. Assess industry-related competitive factors and structures</td>
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<td></td>
<td>6. Discuss challenges in analyzing the general macro and the task environments</td>
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<tr>
<td></td>
<td><strong>Chapter 4 – The Organizational Context</strong></td>
</tr>
<tr>
<td></td>
<td>1. Identify different elements of an hospitality and tourism organization’s internal environment</td>
</tr>
<tr>
<td></td>
<td>2. Discuss the complexity of hospitality and tourism organization’s internal environment</td>
</tr>
<tr>
<td></td>
<td>3. Analyze an hospitality and tourism organization’s internal environment</td>
</tr>
<tr>
<td></td>
<td>4. Evaluate the influence of organizational variables/factors on strategy formulation and implementation, and provide recommendations to overcome potential challenges in this process</td>
</tr>
<tr>
<td></td>
<td><strong>Assignments:</strong></td>
</tr>
<tr>
<td></td>
<td>Critical Issues Presentations</td>
</tr>
</tbody>
</table>
### Chapter 5: Business-Level Strategies
1. Define competitive strategies
2. Explain positioning and generic business strategies and their role in a firm’s value-creation process
3. Describe the roles of resources, capabilities, and competencies in strategy formulation
4. Describe the industry life cycle, and explain the competitive strategies that firms follow during each phase of the life cycle
5. Assess business-level strategy

### Chapter 6 – Corporate-Level Strategies
1. Understand corporate strategy and identify its components
2. Evaluate and identify different approaches to corporate strategy development
3. Understand how organizations can create and sustain the multibusiness advantage
4. Appreciate how different corporate strategies could add value to a corporation
5. Appreciate the complexities of developing corporate strategy at the international level

### Assignments:
Critical Issues Presentations

### 4 April 2
**Case Analysis Presentations and Discussions**

### 5 April 9
**Chapter 7 – Network-Level Strategies**
1. Identify and discuss different motivations for forming strategic alliances
2. Discuss the advantages and disadvantages of strategic alliances
3. Evaluate the benefits of franchising, both for franchisors and franchisees
4. Explain the concept of management contracting and discuss the benefits of this coloration for both the hotel owners and management companies
5. Explain the concept of joint venture and identify the benefits of this form partnership for the partners
6. Evaluate the complexities of strategic alliances formation in the international context

### Chapter 8 – Strategy Formulation and Implementation
1. Define strategy formulation strategy formulation and implementation
2. Discuss the evaluation of different approaches to strategy formulation
3. Evaluate assumptions of different schools of thought about strategy
Assignments:
Critical Issues Presentation

<table>
<thead>
<tr>
<th>6 April 16</th>
<th>Chapter 9 – Strategy Implementation and Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1. Discuss why we need strategy implementation framework</td>
</tr>
<tr>
<td></td>
<td>2. Identify and group key factors in implementing strategies</td>
</tr>
<tr>
<td></td>
<td>3. Evaluate strategy formulation and implementation from a holistic perspective</td>
</tr>
<tr>
<td></td>
<td>4. Discuss potential barriers and challenge in developing and implementing strategies</td>
</tr>
<tr>
<td></td>
<td>5. Comment on managing barriers in the international context</td>
</tr>
</tbody>
</table>

Assignments:
Critical Issues Presentation

<table>
<thead>
<tr>
<th>7 April 23</th>
<th>Case Analysis Presentations and Discussions</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 April 30</td>
<td>Company Analysis Presentations</td>
</tr>
</tbody>
</table>

Exam Week May 7

Exam
Company Analysis Presentations

“THE INSTRUCTOR RESERVES THE RIGHT TO AMEND THE TENTATIVE SCHEDULE AS DEEMED NECESSARY.”

SECTION 6: CLASSROOM FORMAT, POLICIES, and MANAGEMENT STATEMENT

A. METHODOLOGY
The methodology for this course includes lectures, presentations, discussions, students’ presentations, case studies, assignments, and team project. In order to successfully complete this course, students must make presentations, and
submit all assignments on time. Failure to meet the course requirements will result in a failing grade.

The tentative schedule should be used in preparing and planning for assignments. It is expected that the material referred to will be covered during or approximately on the dates indicated; However, I may make discretionary changes and modifications to the syllabus and to the schedule when necessary in order to meet course objectives. Students are expected to read and to be prepared to discuss the material assigned for the date indicated.

B. STUDENT’S WORK/ASSIGNMENTS:
All examinations, bubble sheets, quizzes/answer sheets, assignments, projects etc., remain the property of the university. If students wish to review either, they may do so in my office. A file will be kept in the office with all assignments.

- Work/Assignments that do not follow direction/requirements will not be read, graded or evaluated and will receive only ten percent (10%) of the total points.
- All out-of-class assignments must be submitted on CANVAS in the “TURN-IT-IN”. Students must be present in class and on time for submitted assignments to be accepted. A copy of the submitted assignment must be brought to class for in-class discussions.
- Any information you want the instructor to know must be in writing. No telephone calls or oral explanations will be accepted. I will respond to all emails MONDAY thru FRIDAY BEFORE 7 PM EACH DAY.
- Telephone calls for information from the instructor are accepted. All update or changes will be announced in class and on Blackboard.

GENERAL BEHAVIOR: Students shall conduct themselves in a professional, business-like manner and respect the faculty, fellow students, and others present in class and will follow the rules prescribed by the instructor for classroom behavior. Students who fail to conduct themselves in an appropriate manner may be asked to leave the classroom with a grade penalty.

CHEATING
1. The unauthorized use of books, notes, aids, electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, presentations; or the unauthorized possession of examination papers or course materials, whether originally authorized or not.
2. Plagiarism – The use and appropriation of another’s work without any indication of the source and the representation of such work as the student’s own. Any student, who fails to give credit for ideas, expressions or materials taken from another source, including Internet sources, is responsible for
plagiarism. The “TURN-IT-IN” software will be utilized to assess potential plagiarism. Sources must be properly cited. Please be sure to review the university’s policy in the student handbook or check: http://www.sa.usf.edu/handbook.academics/ImportantAcademicPolicies.htm
3. Discussions - Academic Freedom Statement: Each student is strongly encouraged to participate in class and on-line. In any classroom or discussion board situation that includes discussion and critical thinking, there are bound to be many differing viewpoints. These differences enhance the learning experience and create an atmosphere where students and instructors alike will be encouraged to think and learn. On sensitive and volatile topics, students may sometimes disagree not only with each other but also with the instructor. It is expected that faculty and students will respect the views of others when expressed in classroom discussions.

C. POSTING OF GRADES
All grades will be posted on CANVAS within 10 days after assignments are submitted. An email will be sent each time grades are posted. Should you want to know what grade you have earned at any point during the semester, be sure you visit CANVAS. It is your responsibility to keep up with your grades at all times.

D. MAKE UP POLICY
You cannot make up a missed exam. Late assignments are subject to a 10% deduction in the assignment grade for each day. University approved excuse must be in writing. However, the instructor must be notified in advance; or in the case of an emergency, documentation must be submitted.

SHOULD YOU HAVE ANY QUESTIONS CONCERNING YOUR PROGRESS, GRADES, OR OTHER ISSUES PERTAINING TO THE CLASS, PLEASE LET ME KNOW AS SOON AS POSSIBLE SO THAT THEY CAN BE ADDRESSED IN AN EFFICIENT MANNER. DO NOT WAIT UNTIL THE END OF THE SEMESTER TO QUESTION GRADES OR YOUR PROGRESS.

IN THE UNFORTUNATE EVENT THAT YOU MISSED A CLASS, PLEASE REFER TO THE SCHEDULE BELOW OR CALL YOUR FRIENDS IN THE CLASS TO UPDATE YOU.

E. CLASSROOM POLICIES
CLASS CONDUCT GUIDELINES:
Laptops, Cell Phones, Smartphones, PDA’s and Other Electronic Devices (including any recording equipment) may not be used during class without the prior approval of the instructor.
Using cellphones is not an acceptable behavior for this class. Please put your cell phones in silent mode or in the off position during class and stored them in your book bags. If your phone ring while in class, or you are seen texting, you will be asked to leave the classroom and 5 points will be subtracted from your final grade.

The use of computers is not necessary in this class and therefore should not be turned on at anytime, unless requested. STUDENTS WHO DO HAVE A NEED TO USE THE COMPUTER WILL BE REQUIRED TO SIT IN THE BACK ROWS IN THE CLASSROOM, TO MINIMIZE DISTRACTING OTHER STUDENTS. PRIOR APPROVAL IS NEEDED.

PROFESSIONAL/BUSINESS ATTIRE IS REQUIRED FOR FINAL PRESENTATIONS, SITE VISITS AND GUEST SPEAKERS.

SPECIFIC REQUIRED GUIDELINES
- Please do not leave class to answer a call.
- Please do not leave class early unless prior approval was given.
- Please do not eat in class. THERE WILL BE TWO 15-MINUTE BREAK. DRINKING IS OK.
- Please keep up with current events in the industry by reading periodicals and newspapers.
- Please become familiar with and adhere to the academic honesty policy of the University. If you have any question or need clarification on any topic/concept, please do not hesitate to ask the instructor for a clarification.
- Please read the assigned chapters and know the material well enough to discuss it in the class and on-line.
- Please participate in the class discussions.
- Please attend class regularly. Remember, an assignment is given each day.
- Please be on time for class
- Please submit assignments and reports on time to avoid deduction in your assignment grade.
- Please respect your fellow classmates by not talking during class unless you are asking or answering a question or contributing to a discussion.
- Please do not enter the classroom in the middle of a presentation.

SECTION 7: UNIVERSITY & COLLEGE STANDARDS & POLICIES

OTHER IMPORTANT ITEMS

Academic Dishonesty: Please note that any form of plagiarism or cheating on exams, projects, or papers is considered unacceptable behavior. Software will be utilized to assess potential plagiarism. Sources must be properly cited. Please be
sure to review the university’s policy in the student handbook or check:  http://www.ugs.usf.edu/catalogs/0809/adadap.htm

When using TURN-IT-IN plagiarism detection service in CANVAS, PLEASE REMOVE YOUR NAME FROM THE BODY OF YOUR PAPER AND REPLACE IT WITH YOUR USF ID#. ALSO REMOVE YOUR NAME FROM THE FILE NAME AND REPLACE IT WITH YOUR USF ID# (e.g., “U12345678 Essay 1.docx”) BEFORE SUBMITTING IT TO TURN-IT-IN. Pursuant to the provisions of the Family Educational Rights and Privacy Act (FERPA), students are requested to maintain confidentiality as a way to keep their personal contact information (i.e. name, address, telephone) from being disclosed to vendors or other outside agencies. By your submission, you are also agreeing to release your original work for review for academic purposes to TURN-IT-IN.

Policy on Religious Observances: Students who anticipate the necessity of being absent from class due to the observation of a major religious observance must provide notice of the date(s) to the instructor, in writing, by the second class meeting.

ADA Statement: Students with disabilities are responsible for registering with the Office of Student Disabilities Services in order to receive special accommodations and services. Please notify the instructor during the first week of classes if a reasonable accommodation for a disability is needed for this course. A letter from the USF Disabilities Office must accompany this request.

Emergency Closing: In the event of an emergency, it may be necessary for USF to suspend normal operations. During this time, USF may opt to continue delivery of instruction through methods that include but are not limited to: Blackboard, Canvas, Elluminate, Skype, and e-mail messaging and/or an alternate schedule. It is the responsibility of the student to monitor the Blackboard site for each class for course specific communication, and the main USFSM, College, and department websites, e-mails, and MoBull messages for important general information.