Course Number & Name: HFT 3770 / Cruise Management
Course Credit Hours: 3
Department/Program: School of Hotel and Restaurant Management
Meeting Times/Location: SMC-A320B
Lectures: Tuesday 07:00 - 10:45 (Class will start at 8 am, there will be online modules for 1 hour everyweek). There will be 8 weeks of face to face classes and then 4-5 days of cruise then 6 weeks of online modules.
Instructor Name: Gunce “Georgia” Malan
Office Location: BSN1203 (Tampa Campus)
Office Hours: Please make an appointment via email Tuesday 11am-1pm.
Contact Information: gunce@gmalan.com (Your emails will be responded Monday through Thursday between 9 am to 5 pm.)
Prerequisites: N/A
Required Text: The CLIA Guide to the Cruise Industry | Edition: 1
   Author: Marc Mancini
   ISBN: 9781111130893
   Publisher: Cengage Learning
   Cruising: A Guide to the Cruise Line Industry | Edition: 2
   Author: Marc Mancini
   ISBN: 9781401840068
   Publisher: Cengage Learning

COURSE DESCRIPTION: This class is in Alternative calendar for 8 weeks and then follows by an optional Cruise Ship trip. Students will start the class on August 25, 2014 till October 14, 2014.

Cruise Trip (TBA)
As part of this class, you will be required to join an actual cruise trip. Details will be announced during the class.

DISCLAIMER:
The instructor reserves the right to change any part of the course syllabus with proper notification to students.
Brief Overview:
If you are planning a career that will bring you into contact with businesses and customers around the world, this course will be of interest. Since knowing your customer is the first rule of business success, this is even more important when your customers and business environments are culturally diverse. Learning the "best practices" of cruise ship and international management, with a focus upon the hospitality industry, describes this study abroad experience. While on-board, you'll learn the in's and out's of the industry from cruise managers, including how the cruise industry practices leadership in encouraging and responding to the consumer. You'll also take classes on-board, practice personal leadership skills, and participate in behind-the-scenes cruise ship tours. Students will learn about cruise industry trends including environmental, legal and political impacts; human resources, marketing, hotel operations, types of cruise ships (www.clia.org), food and beverage and safety and security. The “Floating Hotel/Resort” careers in the cruise ship management industry will also be discovered.

During the cruise, you'll have the opportunity to get a taste of several ports. If you’re interested in the hospitality industry, and want to develop your own international management skills and knowledge, and want to add an international dimension to your studies, you’ll find this course a rewarding experience.

Accommodation on the cruise ship will be double occupancy.

COURSE OBJECTIVES
1. To introduce the history of the passenger cruise industry.
2. To familiarize the student with nautical terms used in the cruise line industry.
3. To identify the development of laws and the enforcement of safety, environment and other important regulations pertaining to and effecting the cruise industry.
4. To research and examine various cruise categories, ship classifications and profiles.
5. To examine the marketing and operation strategies of various cruise companies.
6. To explore why and how cruise itineraries are established.

POTENTIAL PROJECTS
1. A personal journal will be kept throughout the cruise for self-reflection and personal analysis of non-classroom activities (i.e., site visits, interviews, of cruise ship management (at least 3) with cruise management and personnel, etc.)
2. Economic/Environmental/Cultural (EEC) Impact Study
3. In class group studies
4. Class Participation in and out of the formal classroom.

The percentage that each requirement is worth towards the final grade and the criteria for evaluating the projects/papers will be communicated to students prior to the due dates.

ASSIGNMENTS
- In class group activities – Students will be asked design different cruise vacations in a group study and then present it as a group.
- Term Project (EEC STUDY) – Students will be asked to submit a paper (5 pages, double spaced, times new roman 12 font, excluding pictures and tables) about desire topic from Economic/Environmental/Cultural (EEC) Impact Study (topics should be approved by the instructor).
- Journal/Interviews – Students will be asked to interview 3 people who took cruise before, interview questions will be provided by the instructor. Students will also be asked to keep journals during their cruise trip if they attend.
- Final Exam – There will be a multiple choice exam on October 14th from the chapters covered.

COURSE SCHEDULE
Please check Canvas for Course Schedule, detailed weekly tasks will be posted under Modules and will be explained in the class.

CLASS WEBSITE
We will use a course website on Canvas. To login to Canvas website, https://usflearn.instructure.com and use your USF login information.

Class website will be used for:
- Syllabus
- Weekly Tasks
- Assignment Submissions
- Grades
- PowerPoint Slides
- Announcements

Critical information will be disseminated via the class website. It is your responsibility to view the contents of the class at least twice every week.
WORKING WITH TECHNOLOGY
PLEASE NOTE THAT in this class, we will utilize technology. Therefore, it is very important for you to know that you cannot rely on technology every time. To prevent any problems, always do your assignments and take your quizzes well before they are due. If you leave it to the last minute, problems will arise such as internet connection not working, website not working, etc.
This course needs your active participation. You need to do the most of the work. We are here to help. Please do not hesitate to contact me or lab instructor anytime you need help.
LATE ASSIGNMENTS WILL NOT BE ACCEPTED!!! PLEASE DO NOT ASK INSTRUCTORS FOR EXCEPTIONS.
In addition, I will use the class email list from time to time to communicate with you outside of class. Therefore, it is critical for you to check your USF Email Account.

ASSIGNMENTS SUBMISSIONS
All work must be turned into the instructor on the pre-arranged date. No exceptions, work turned in late will not be given credit. You will submit your assignments to course website.

GRADING SCALE

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Grading:

- In class activities (Presentations, discussion questions) 30%
- EEC Study 10%
- Journal/Interviews 10%
- Participation 10%
- Final Exam 40%

100%

Grading Procedure and Disclosure: Due to confidentiality issues, grades will not be released via email or telephone. Grades will be posted on Canvas. For the first two exams, exam grades will be posted on Canvas. Any student wishing to view his/her exam during office hours during the week following the exam should send an email to me to request such an appointment.

Grade Discrepancies - You must make an appointment to review your exam within 7 days after the exam grades have been posted, if you wish to dispute a grade. No further discussions of grades will occur after the 7-day time frame.

ACADEMIC HONESTY AND DISHONESTY AND PLAGIARISM
The professor will enforce all University rules, regulations, and policies pertaining to academic honesty and dishonesty in this class. Please note that any form of plagiarism or cheating on exams, projects, or papers is considered unacceptable behavior. Sources must be properly cited. The professor may use “Turitin.com” and other software to assess potential plagiarism and check all footnotes. Please be sure to review the university’s policy in the student handbook. Updates to the current policy will also apply.

When you do your assignments, it is appropriate to use the Web and search engines. However, it is NOT appropriate to copy and paste from Internet pages. You must read Internet pages, and then do your assignments with your own words.

You must also cite the resources you use regardless of the amount of information you use. If it belongs to somebody else, show it in references section. I use technology to detect fraud in this kind. If you are found to cheat, you will be given “F” in the class, and also be reported to the USF judicial affairs. For a definition of what “plagiarism” is and how to prevent it, please read [http://www.northwestern.edu/uacc/plagiar.html](http://www.northwestern.edu/uacc/plagiar.html)
assignments or research paper to see if it includes any unintended plagiarism, please visit http://www.plagiarismdetect.com/

**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 professor 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.