

RPL 261: Introduction to Private and Commercial Recreation

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Office Hours	Mon & Wed 2:00pm-6:00pm	Class Times	Tuesdays/Thursdays 3:30-4:50pm Finch 100

Text and Materials

Crossley, J. P., Jamieson, L., & Braley, R. (2001). *Introduction to commercial recreation and tourism: An Entrepreneurial Approach* (5th ed.). Champaign, IL: Sagamore



Course Description

An introduction to the broad areas and career opportunities in commercial recreation and facilities management.

Course Objectives

After completing this course, the student will be able to:

1. Explain the similarities and differences among public, quasi-public, private, and commercial leisure service agencies in terms of philosophy, target market, financing, and ownership.
2. Discuss factors and current trends influencing leisure choices.
3. Discuss the inter-relationship among components necessary for the delivery of commercial leisure services.
4. Discuss the positive and negative aspects associated with the delivery of private and commercial leisure services.
5. Appreciate the breadth of the private and commercial recreation industries.
6. Understand the skills needed to be a manager in the private or commercial recreation industries.
7. State crucial milestones in the history of the commercial recreation profession.
8. Explain various impacts on areas, facilities and agencies.
9. Understand skills needed to professionally develop and maintain competencies and obtain resources.
10. Understand facility design, operational and maintenance issues related to commercial recreation agencies and inclusion.

Course Overview

This course consists of three sections: Introduction to Commercial Recreation and Tourism ~ an Entrepreneurial Approach, Initiating and Managing Commercial Recreation and Tourism, and Industry Profiles and Careers for the Future. Class time will include videos, class discussion, lecture, field trips, and application practice. Students will be required to work in groups to complete a classroom presentation and various in-class activities.

Course Evaluation

A	380	B	320	C	260	D	200
A-	360	B-	300	C-	240	D-	180
B+	340	C+	280	D+	220		

"I" (incomplete) is a temporary grade used by the instructor in cases when a student is unable to complete course requirements because of illness or other justifiable circumstances. It is assigned only in cases in which the student has completed satisfactorily the major portion of the course requirements, and has convinced the instructor of his or her ability to complete the remaining work without re-registering for the course. It is not to be given to a student who is already doing failing work. Please refer to the CMU Bulletin for more information on incomplete grades.

Description of Assessments

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| 1. | Two (2) exams @ 100 points each | 200 points |
| 2. | Portfolio | 150 points |
| | I. Cover Page | |
| | II. Interview | |
| | III. Class Trip & Table Tent | |
| | IV. Personal Philosophy | |
| | V. Professional Association Flier | |
| | VI. Career Goal | |
| | VII. Career Path | |
| | VIII. Business Cards | |
| | IX. Table of Contents | |
| | X. Site Presentation | |

Portfolio Creativity: Points are awarded on the basis of completeness, accuracy, and neatness.

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| 3. | Attendance / Participation | 50 points |
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Students receive two (2) free absences without penalty; anything beyond 2 absences forfeits 50 points.

Late Assignments: 10% for each day late. Assignments must be handed in by the end of the class period.

Class Trip:

Students will also be required to participate in a Class Trip scheduled for Thursday, October 7, 2010. All fees will be charged directly to the student account. This trip is a general expectation of the class and students unable to participate will be required to complete an alternate assignment with equivalent venue visits and subsequent reports.

Using a Rubric

A rubric is the scoring tool that outlines the criteria for your work in this class. A rubric outlines how your instructor will score your work and it outlines the quality of your work, ranging from excellent to poor. Rubrics are provided for your assignments and attached to this syllabus. As a student in this course, please refer to the rubric for specific expectations your instructor has with regard to the quality and content of your work.

Guidelines for RPL Computer Labs

The Recreation, Parks, and Leisure Services Administration Department's computer lab is now available to ALL students on campus. Please familiarize yourself with procedures on printing front and back to save resources. If printers break, please call EHS Technology Operations at (989) 774-7875 or (989) 546-4552.

Guest Speakers

Your instructor has very specific expectations regarding student interaction and hospitality extended toward guest speakers. Under **NO** circumstances will a student multi-task (write notes, work on projects, schedule in calendars, text-message, etc.) during a guest speaker visit. In the event a student fails to respect this policy or displays behavior that is disrespectful in any form, the student will be asked to leave the classroom and the absence will be remarked. During a guest speaker's visit, all materials should be put away and stored in book bags. All desks should be completely clear - free from books, notebooks, calendars, etc. All speakers are to be 1) treated with the utmost respect; 2) supported by audience by participating in discussion and asking questions; and 3) thanked by demonstration of shaking of hands after their perspective visit. No exceptions. **None!**

Code of Student Rights, Responsibilities and Disciplinary Procedures

The classroom is a special environment in which students and faculty come together to promote learning and growth. It is essential to this learning environment that respect for the rights of others seeking to learn, respect for the professionalism of the instructor, and the general goals of academic freedom are maintained. Differences of viewpoint or concerns should be expressed in terms which are supportive of the learning process, creating an environment in which students and faculty may learn to reason with clarity and compassion, to share of themselves without losing their identities, and to develop an understanding of the community in which they live. Student conduct which disrupts the learning process shall not be tolerated and may lead to disciplinary action and/or removal from class. For further information, please refer to the *Code of Student Rights, Responsibilities and Disciplinary Procedures*. <http://www.cmich.edu/policies-procedures/default.htm>

Accessibility and Disability Information

"CMU provides students with disabilities reasonable accommodation to participate in educational programs, activities, or services. Students with disabilities requiring accommodation to participate in class activities or meet course requirements should first register with the office of Student Disability Services (120 Park Library; telephone: 989-774-3018; Telecommunications Device for the Deaf: 989-774-2568), and then contact me as soon as possible."

Regarding Technology

Your instructor is extremely proactive and supportive of technology specific to the internet and online social networking (Facebook, MySpace, etc.). As a result, you are highly encouraged to add her as a Friend on Facebook and by doing so you will be able to obtain information regarding assignments, class cancellations, and rubrics via Blackboard that is synced with Facebook. Please note: This is completely optional, but also highly recommended. With regard to technology usage during class time – **ALL** cell phones will remain on silent or vibration. As a student in this classroom, the general expectation is to be respectful and refrain from text-messaging during class.

Emergency Notification

The emergency notification system allows CMU to reach thousands of students, faculty, and staff very quickly. In the event of an emergency or crisis, CMU administration will send notification using the information you provide on this page. You are highly encouraged to update your contact information. More information about this system can be obtained by visiting CMU's "[Emergency Preparedness](#)" page.

Modifications to Syllabus

This syllabus is representative of materials that will be covered in this class; it is not a contract between the student and the institution. It is subject to change without notice. Any potential exceptions to stated policies and requirements will be addressed on an individual basis, and only for reasons that meet specific requirements. As such, your instructor reserves the right to modify this syllabus at any time, for any reason. These changes will be disclosed to students in class and via email.