

**GRADUATE STUDIES  
SUMMARY OF PROPOSED CATALOG CHANGES**

PROGRAM: \_\_\_\_\_ **MBA** \_\_\_\_\_ FOR CATALOG YEAR: \_\_ **2020-2021** \_\_\_\_\_

**PROGRAM MODIFICATIONS** (revised program description or admission requirements, change to total required credits, change in program course lists, revised faculty list)

**NEW COURSES** (New Course Proposal needed)

Add Split Level Course to BA 411

Application for split level 411/511 was originally submitted last year but the application never got to the Grad Council for review and approval.

**MODIFIED COURSES** (titles, descriptions, credits)

New Course Title for BA 530B

Old title: Volunteer Recruitment and Management

New title: *Board Governance and Volunteer Management*

Amended Course Description for BA 560A

Added the sentence “*Covers the material from an accounting major perspective and presents the material in a manner designed to aid in CPA exam preparation.*” to the course description.

Removal of 300 or 400-level Prerequisites to:

BA 565A, BA 565B, BA 597

**MODIFIED CONCENTRATION (ARTS MANAGEMENT)**

Made BA 530B and BA 568, both were originally required, now as choices in addition to the newly created Music courses MUS 515 and MUS 516

**SUSPENDED COURSES**

None

**DELETED COURSES**

**None**

**ATTACHMENTS:**

BA 500-level Course Changes

BA 511 Split-Level Request Form

BA 411/511 Class Syllabus

BA 511 Final Paper and Presentation Rubric

# Master of Business Administration, MBA

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<https://sou.edu/mba>

## What is an MBA?

A Master of Business Administration (MBA) is a widely recognized degree highly sought after by those looking to gain an edge in the business world. The MBA is open to individuals from a wide range of academic disciplines who have previously completed a bachelor's degree.

An MBA education provides students a broad knowledge base in all the major functions and practices of a business (accounting, marketing, finance, operations management, organizational behavior, economics, and information systems) and further develops managerial skill sets and core competencies necessary for business success. Against this backdrop, the critical topics of leadership, teamwork, ethics, and effective communication are embedded in the program to further broaden skills necessary to become more effective managers. Southern Oregon University is accredited by Northwest Commission on Colleges and Universities and the Accreditation Council for Business Schools and Programs (ACBSP).

## Program for Working Professionals and Full-time Students

The MBA program at SOU is designed to meet the needs of busy working professionals as well as full-time graduate students.

- ~~Classes are offered on the Ashland campus evenings on weekdays and at the RCC/SOU Higher Education Center (HEC) in Medford on Saturdays.~~
- ~~The MBA degree can be completed in as little as one calendar year. Students who plan to complete the program must start in the fall term and must have completed all the prerequisites prior to the fall term start.~~

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SOU offers two MBA program formats – Evening MBA and Online MBA. These two program formats use the same application for admission process and have the same curricular requirements and program policies. However, students in each program can only take classes that are offered within their particular program format. In other words, Online MBA students

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must enroll in the Online MBA classes offered in the accelerated 7-week format, while Evening MBA students must take the evening MBA core classes and other elective courses offered during a standard quarter or summer term.

Students are allowed to make a one-time change in program format. For example, a student who starts in the Evening program but later decides to shift to the Online program must complete the degree in the Online program.

### Evening MBA Program Format

- Most classes are offered on the Ashland campus evenings on weekdays and sometimes at the RCC/SOU Higher Education Center (HEC) in Medford on Saturdays.
- All classes in this program format are offered following SOU's regular 11-week quarter system.
- The Evening MBA degree can be completed in as little as one academic year. Students who plan to complete the program **in one year** must start in the fall term.
- Students in this program can choose from nine Concentration areas: Business Analytics, Finance, Healthcare Administration, Information Analysis and Decision Making, Human Resources, Marketing, Accounting, Nonprofit Management, and MBA for the Arts.

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### Online MBA Program Format

- Classes offered in this program format are all fully online.
- Each academic year has five seven-week terms
- Students may enter the program at any term
- The Online MBA degree can be completed in as little 16 months.
- Students in this program can earn a general MBA or can choose from five Concentration areas: Business Analytics, Finance, Healthcare Administration, Marketing, and Accounting.
- For more information about this program, visit <https://online.sou.edu/programs/>

## International Dual MBA Degree

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Students in this program earn an MBA from SOU and a Master of International Management from HTW Saarlandes in Germany. The program of study can be completed in one year, with two quarters of study at SOU and one semester at HTW. All classes in Germany are taught in English.

## Admission Criteria

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### Full Admission Status

Applicants who meet any of the conditions below will be given a full admission status:

- Undergraduate GPA of 3.0 or above either in overall GPA or in the last 90 quarter hours (60 semester hours) toward a baccalaureate degree (or toward a graduate degree program), or
- 2.75 to less than 2.99 GPA with three years of work experience.

### Conditional Admission Status

- **Less than 3.0 but at least 2.75 GPA with less than 3 years of work experience, or**
- Less than 2.75 GPA with three years of work experience.

Students admitted on a Conditional status must earn a B or better grade in the courses taken during the first term in the program, else will not be allowed to continue in the program.

~~International applicants must also achieve TOEFL scores of at least 540 (paper), or 207 (computer), or 76 (Internet), or 6.0 on the IELTS with no less than 5.5 on each of the four bands.~~

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## Application Procedures

The Evening and Online MBA programs accept applications for admission year-round. For the Evening MBA program, the MBA Selection Committee will continue to review complete applications and admit qualified students until the programs (full and part-time) meet enrollment capacity. Enrollment capacity is typically met by late spring each year. Submit application for admission to the MBA program as early as possible.

For the Online MBA program, applications for admission are processed year-round; there is no capacity limitation.

Each applicant is required to fulfill admission requirements for SOU and the MBA program.

### Admission to SOU and the MBA

- The application for admission to the MBA program at SOU can be completed online via <https://sou.edu/admissions/apply/how-to-apply/>. Complete the SOU Application for Graduate Study with application fee.
- Submit official transcripts from ALL universities or colleges attended for credit. Official transcripts must be sent directly to the SOU Office of Admissions.

- Provide a brief employment history and three (3) names and contact information (email and phone numbers) of academic or professional references.
- International students applying for admission must meet all University and program requirements for admission. In addition, international candidates are expected to demonstrate a command of English that exceeds the minimum standards set by the University, as the program's courses are too demanding to accommodate remedial work in English. A TOEFL score of at least 540 (paper), 207 (computer), or 76 (Internet), or 6.0 IELTS with at least 5.5 score on each of the four bands is required for graduate study at SOU. For more information, refer to [www.sou.edu/admissions/international](http://www.sou.edu/admissions/international) or contact the SOU Admissions Office (541-552-6411).

## Transfer Credits

A student may include up to 16 quarter credits of approved graduate coursework taken prior to regular admission to the MBA program.

See ~~[https://catalog.sou.edu/preview\\_program.php?catoid=10&poid=2764](https://catalog.sou.edu/preview_program.php?catoid=10&poid=2764)~~ for details.

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## Graduation

All MBA coursework must be completed with a minimum GPA of 3.0 in order to qualify for graduation. The MBA program coordinator provides information regarding graduation processes and procedures.

## Grading

All MBA courses must be taken for a letter grade (P/NP option will not be accepted). Credit toward the degree will not be assigned for any course with a final grade lower than a B-.

## Academic Probation

MBA candidates must maintain a cumulative GPA of at least 3.0 throughout the program. If a candidate's cumulative GPA falls below 3.0, the candidate will be placed on academic

probation and be notified by the program coordinator. Any candidate placed on academic probation must petition the MBA Coordinator for permission to continue in the program. If permission is granted, a cumulative GPA of 3.0 or above must be achieved by the candidate by the following term. Candidates not meeting this requirement will be terminated from the program. Candidates placed on academic probation a second time will automatically be terminated from the program.

## Program Curriculum

The MBA program curriculum consists of the following components:

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- ~~• MBA 512 – Marketing Management and Strategies 3 credits~~
- ~~• MBA 514 – Strategic Operations Management 4 credits~~
- ~~• MBA 515 – Information Systems 3 credits~~
- ~~• MBA 516 – Managerial Accounting for Decision Making 4 credits~~
- ~~• MBA 519 – Graduate Research Project 3 credits~~
- ~~• MBA 520 – Economic Analysis 4 credits~~
- ~~• MBA 521 – Legal Issues in Business and Management 3 credits~~
- ~~• MBA 575 – Advanced Organizational Behavior 3 credits~~
- ~~• MBA 585 – Financial Management Practices 3 credits~~
- ~~• MBA 590 – Capstone 3 credits~~

### A. MBA Core Courses - 33 credits

- MBA 512 - Marketing Management and Strategies 3 credits
- MBA 514 - Strategic Operations Management 4 credits
- MBA 515 - Information Systems 3 credits
- MBA 516 - Managerial Accounting for Decision Making 4 credits
- MBA 519 - Graduate Research Project 3 credits
- MBA 520 - Economic Analysis 4 credits
- MBA 521 - Legal Issues in Business and Management 3 credits
- MBA 575 - Advanced Organizational Behavior 3 credits
- MBA 585 - Financial Management Practices 3 credits
- MBA 590 - Capstone 3 credits

### B. Approved Graduate Electives (12-16 credits)

Elective credits for concentrations - 12 to 16 credits depending on concentration option. The concentrations are:

- General MBA (12 elective credits) – Evening and Online Programs

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- Accounting (12 elective credits) – Evening and Online Programs
- Business Analytics (12 elective credits) – Evening and Online Programs
- Finance (12 elective credits) – Evening and Online Programs
- Healthcare Administration (12 credits) – Online Program Only
- Human Resources (16 elective credits) – Evening Program only
- Information Analysis and Decision Making (12 elective credits) Evening Program only
- Marketing (12 elective credits) – Evening and Online Programs
- Nonprofit (16 elective credits) – Evening Program only
- MBA for the Arts (15 to 19 credits) – Evening Program only

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Electives are selected in consultation with and approval by the MBA program coordinator.

### **Generalist Option:**

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Students who do not choose to have a concentration area may choose any course from the list below, or any non-business 500-level course as approved by the MBA Coordinator.

### **Concentration Option:**

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MBA candidates can select a group of elective courses to comprise a concentration area. The program offers nine concentration areas: Business Analytics, Finance, Information Analysis and Decision Making, Human Resources, Marketing, Accounting, Healthcare Administration, Nonprofit Management, and MBA for the Arts.

The requirements for the concentration areas are listed below. Except for the Human Resources and Nonprofit Management concentrations, where a student must complete at least 4 elective courses from the list, all other concentrations require at least 3 elective courses.



Students may elect to obtain multiple concentrations provided they meet the required credits as listed below. However, elective credits can only be applied to one concentration (i.e. no “double dipping” will be allowed).

Whether or not a student is pursuing a concentration option, the total number of elective credits completed must be at least 12.

### Accounting:

Select 3 courses from the list below. Electives are selected in consultation with and approved by the MBA program and the chair of the program.

- BA 554 - Accounting Information Systems 4 credits
- BA 555 - Auditing I 4 credits
- BA 556 - Auditing II 4 credits
- BA 557 - Taxation of Corporations and Other Entities 4 credits
- BA 558 - Consolidation and Segment Reporting 4 credits
- BA 559 - Financial Analysis and Advanced Accounting 4 credits or MBA 559 - Financial Statement Analysis 4 credits
- BA 560A - Nonprofit Accounting and Financial Management 4 credits
- MBA 560 - Business Valuation Using Statement Analysis 4 credits

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### Business Analytics

- BA 597 - Advanced MIS: Business Analytics 4 credits

Select 2 courses from the list below, or as approved by the MBA coordinator and the chair of the program.

- BA 550 - Using GIS in Business 4 credits
- BA 584 – Process Improvement 4 credits
- BA 596 - Building Decision-Making and Business Analysis Models Using Excel 4 credits

### Finance:

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Select 3 courses from the list below. Electives are selected in consultation with and approved by the MBA program and the chair of the program.

- BA 570 - Financial Markets and Institutions 4 credits
- BA 571 - Financial Management 4 credits
- BA 572 - Investments 4 credits
- BA 573 - International Financial Management 4 credits
- MBA 559 - Financial Statement Analysis 4 credits

#### Healthcare Administration:

Required Electives . Electives are selected in consultation with and approved by the MBA program and the chair of the program.

- BA 584: Process Improvement 4 credits
- MBA ~~546~~: Advanced Health Communication 4 credits
- MBA 537: Healthcare in the US: Structures, Systems, and Policies 4 credits

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#### Information Analysis and Decision Making:

Select 3 courses from the list below. Electives are selected in consultation with and approved by the MBA program and the chair of the program.

- BA 550 - Using GIS in Business 4 credits
- BA 554 - Accounting Information Systems 4 credits
- BA 584 - Process Improvement 4 credits
- BA 588 - Fundamentals of Project Management 4 credits
- BA 596 - Building Decision-Making and Business Analysis Models Using Excel 4 credits
- BA 597 - Advanced MIS: Business Analytics 4 credits

#### Marketing:

Select 3 courses from the list below. Electives are selected in consultation with and approved by the MBA program and the chair of the program.

- BA 531 - Consumer Motivation and Behavior 4 credits
- BA 532 - Promotion Policy 4 credits
- BA 534 - Sales Management 4 credits
- BA 535 - One-to-One Marketing 4 credits
- BA 536 - Internet Marketing and E-Commerce 4 credits
- BA 541 - Marketing Channels Management and Pricing Strategy 4 credits
- BA 544 - Product Policy 4 credits
- BA 546 - Retail Management 4 credits
- BA 547 - International Marketing 4 credits

#### **Human Resources:**

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Select 4 courses from the list below. Electives are selected in consultation with and approved by the MBA program and the chair of the program.

- BA 577 - International Business 4 credits
- BA 578 - Corporate Law 4 credits
- BA 581 - Principles of Human Resource Management 4 credits
- BA 585 - Compensation Management 4 credits
- BA 586 - Strategic Staffing 4 credits
- BA 587 - Property and Casualty Risk Management 4 credits
- BA 592 - Working with Emotional Intelligence 4 credits

#### **Nonprofit Management**

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Select 4 courses from the list below. Electives are selected in consultation with and approved by the MBA program and the chair of the program.

- BA 514 - Nonprofit Fund Development 4 credits
- BA 530A - Nonprofit Grant Writing 4 credits
- BA 530B - Volunteer Recruitment and Management 4 credits
- BA 562 - Nonprofit Program Evaluation 4 credits
- BA 568 - Building a Nonprofit Brand 4 credits
- BA 580 - Introduction to Nonprofit Organizations 4 credits

Note: An elective class in another discipline may be accepted upon approval of the graduate coordinator and the host department.

## MBA for the Arts Concentration

The MBA for the Arts concentration is for high-potential arts and cultural managers seeking training in business, strategic and innovative thinking, and a broad knowledge of nonprofit management. The degree and concentration are designed to prepare artists to manage and lead on a local, regional or national scale; combine business strategy with community insights in innovative and resourceful ways; and connect artists, the arts, and audiences in ways that transform their communities.

Applicants to the MBA for the Arts must have earned a bachelor's degree in the arts (Art, EMDA, Creative Writing, Music, and Theatre) or other arts-related course of study, or have completed three years of arts related work experience. This program can be completed in as little as one year. Acceptance into the program is based upon declaration and acceptance into the SOU graduate program.

Students pursuing this concentration option must take the following course either prior to admission or concurrently while enrolled in the program:

- BA 480 - Introduction to Nonprofit Organizations 4 credits

In addition to the regular core MBA 33 credits, students under this concentration must complete the following courses (17 credits):

### Required (minimum 9 credits):

BA 510 – Event, Meeting, and Convention Management (4 credits)

OCA 500 – Arts Administration and Management (4 credits)

BA 509 - Internship (1 to 6 credits)

### Select two of the following (8 credits):

BA 530B – Volunteer Recruitment and Management (4 credits)

BA 568 – Building a Nonprofit Brand (4 credits)

Mu 515 - Introduction to the Music Industry (4 credits)

Mu 516 – Music Publishing, Copyright, and Licensing (4 credits)

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BA 510 - Event, Meeting and Convention Management 4 credits¶

BA 530B - Volunteer Recruitment and Management 4 credits¶

BA 568 - Building a Nonprofit Brand 4 credits¶

OCA 507 - Arts Administration and Development 2 credits¶

BA 509 - Internship 1 to 6 credits

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## 500-level Course Changes:

### **BA 530B - Volunteer Recruitment and Management** **New Title: Board Governance and Volunteer Management** 4 credits

4 credits

Interacting with an instructor-approved nonprofit organization, this course teaches students to evaluate trends in volunteerism, evaluate the organization's current volunteer program and develop volunteer recruitment, management and retention strategies.

*Graded (A-F) only.*

### **BA 550 - Using GIS in Business**

4 credits

Explores Geographic Information Systems (GIS) as an emerging technology/science over the last ~~three~~ **several** decades and how this technology can and has been used to improve business decision making. Primarily the course examines the marrying of geographic information to data and thus how that substantially changes and improves the ability to compile evidence, construct arguments and therefore improve decision making. While business is the primary focus, the course helps students understand how GIS has had and is having a profound impact in government and nonprofits as well.

*Graded (A-F) only.*

### **BA 560A - Nonprofit Accounting and Financial Management**

4 credits

*Focuses on the theory and practice of accounting and financial management for not-for-profit organizations. Helps students learn about the nature and responsibilities of financial management in the nonprofit sector. Studies accrual, modified accrual, and cash-basis accounting systems, as well as the use of fund accounting. Emphasizes understanding and interpretation of nonprofit financial statements, risk management, and the importance of financials in managing an organization and nonprofit board. For accounting majors only. Prerequisite(s): [BA 351](#) .*

*Graded (A-F) only.*

***Revised description:*** *Covers the material from an accounting major perspective and presents the material in a manner designed to aid in CPA exam preparation. Focuses on the theory and practice of accounting and financial management for not-for-profit organizations. Helps students learn about the nature and responsibilities of financial management in the nonprofit sector. Studies accrual, modified accrual, and cash-basis accounting systems, as well as the use of fund accounting. Emphasizes understanding and interpretation of nonprofit financial statements, risk management, and the importance of financials in managing an organization and nonprofit board. For accounting majors only. Graded (A-F) only.*

### **BA 565A - CPA Review I**

2 credits

*Reviews the information found on one part of the CPA exam. Emphasizes learning through preparation*

and practice. Provides context for sitting for the CPA examination, including practice with multiple choice questions as well as simulation problems. ~~Prerequisite(s): BA 351, BA 352, and BA 455 or BA 555.~~  
Graded (A-F) only.

#### **BA 565B - CPA Review II**

2 credits

Reviews the information found on one part of the CPA exam. Emphasizes learning through preparation and practice. Provides context for sitting for the CPA examination, including practice with multiple choice questions as well as simulation problems. ~~Prerequisite(s): BA 351, BA 352, and BA 455 or BA 555.~~  
Graded (A-F) only.

#### **BA 597 - Business Analytics**

4 credits

Advanced course in management information systems with an emphasis on the use of business analytics to drive decisions and actions. Hands-on exercises and projects illustrate and promote further understanding of the topics. Includes SQL querying, data presentation, and data visualization techniques in Tableau. ~~Prerequisite(s): BA 382.~~  
Graded (A-F) only

# Southern Oregon University

## Graduate Council

### Program Request to Offer Split-Level (400/500) Coursework

Submit with proposed syllabus clearly delineating graduate/undergraduate expectations.

Program Business Chair Joan McBee  
Course # BA 411/511 Course Title Sustainable Tourism

1. Describe the expectations for learning outcomes in the graduate-level component of this course as they relate to **analysis, critical thinking, synthesis, and/or evaluation**.

Upon successful completion of the course, students will be able to:

- Synthesize the scope and principles of sustainable development and sustainable tourism.
- Identify challenges, weaknesses, and strengths of sustainable tourism within different geo-cultural contexts.
- Recognize socio-cultural, environmental, and economic impacts of tourism at the individual, community, and greater society levels.
- Apply intervention strategies to mediate tourism development impacts identified.
- Assess plans, policies, and approaches being currently used to guide sustainable tourism development within multiple contexts.
- Examine various stakeholder groups' concerns about sustainable tourism development.
- Apply principles of sustainable development in a case study evaluation.

2. Indicate ☒ and describe the activities/requirements that will be expected of graduate students in this class that are beyond or in place of activities/requirements of undergraduate students. Explain how each activity will provide opportunities to assess student development in the outcomes detailed above.

☐ Additional class or seminar session(s) required. Describe:

☐ Additional readings required. Describe:

☒ Additional written assignments required. Describe:

Graduate students will be required to complete an additional international case study focusing on tourism governance. Students will analyze and assess the role of various stakeholders in a destination's tourism planning and management (including tourism businesses, local communities, and environmental organizations, as well as the local government).

☒ Other activities/requirements. Describe:

Graduate students will be graded at a high level of rigor and will be required to produce a deeper analysis of course content through formal research on class-required assignments. Students will be required to complete a research-based term paper - developing a comprehensive evaluation of sustainable tourism planning of a company/destination, utilizing a set of criteria and principles for sustainability. Graduate students are required to write an additional Literature Review section using highly rated academic journals in the tourism industry, such as the Journal of Travel Research, Journal of Sustainable Tourism, and the Journal of Tourism Management. Graduate students will use a minimum of five peer reviewed articles from tourism journals for the term paper (and a total of eight sources). Focus is placed on research, critical evaluation and analysis.

## BA 411: Sustainable Tourism

Meeting Days: Monday and Wednesday  
Times: 830-1020pm  
Class Location: CE 128  
Instructor: Dr. Pavlina McGrady  
Office: Central Hall 136

Office Hours: M and W 12:20pm - 2:50pm  
(pavlina-mcgrady.youcanbook.me)  
and by appointment  
Phone: 541 552 6895  
Email: mcgradyp1@sou.edu

### **Course Description:**

Introduces students to principles of sustainable tourism. Instruments for sustainable tourism development are examined in case studies (international, national, regional and local). Methods and techniques that reconcile the different interests are discussed and applied in various contexts: urban vs. rural areas, developed vs. less economically developed countries. Students gain an understanding of their role as leaders in managing a sustainable tourism business while addressing global sustainability issues such as poverty, climate change, globalization/localization, and environmental degradation.

The course is approved for University Studies Integration (Strand I).

### **BA411 Relation to University Studies:**

This course addresses goals connected with University Studies strand I, Citizenship and Social Responsibility, specifically Goal 1) “Understand and apply the tools necessary for responsible participation in communities” and secondarily Goal 2) “Understand how ethical issues are embedded in citizenship and social responsibility.”

### **Course Learning Outcomes**

1. Synthesize the scope and principles of sustainable development and sustainable tourism.
2. Identify challenges, weaknesses, and strengths of sustainable tourism within different geo-cultural contexts.
3. Recognize socio-cultural, environmental and economic impacts of tourism at the individual, community, and greater society levels.
4. Apply intervention strategies to mediate tourism development impacts identified.
5. Assess plans, policies, and approaches being currently used to guide sustainable tourism development within multiple contexts.
6. Examine various stakeholder groups’ concerns about sustainable tourism development.
7. Apply principles of sustainable development in a case study evaluation.

### **Required Text:**

No required text for the class.

### **Recommended Texts:**

Morpeth, N. & Yn, H. (2015). *Planning for tourism. Towards a sustainable future*. London: CAB International. ISBN: 978-1-78064-458-5.

Mowforth, M. & Munt, I. (2016). *Tourism and sustainability. Development, globalisation, and new tourism in the third world* (4th Edition). New York: Routledge. ISBN: 978-1138013261



**Attendance Policy:**

This class will be discussion-based, including case studies, guest speakers, team work, and thus attendance is required for a successful completion of assignments and the overall class success.

**This course includes a required field trip.**

**Exams, Assignments and Expectations:****Exams**

There will be two exams – a midterm and a final exam (non-cumulative). The format will be a combination of multiple choice, true/false, fill-in the blanks and short essay questions. The two exams will be worth 300 points (150 points each). Dates for these exams are specified in the course schedule provided below.

**Individual Short Presentation**

Each student will present on one of the topics of the course (see schedule below). One or two presentations per class period. The presentation should provide insight on the topic. Suggested format – a 2-3-slide PowerPoint reviewing a short case study or sharing a video and a short discussion. The presentation should be about 10 minutes (worth 50 points).

**Assignments/Case studies**

**Five individual written assignments** are required (worth 60 points each x 5 = 300 points total). The assignments will be discussed approximately one week before the due date. All assignments are due on Sundays at 11:55pm.

**Case Study/Field Trip Planning presentation and summary (individual/team)** - worth 150 points - 100 points for the presentation and 50 points for the summary (50 % of grade assigned by instructor, 50 % of grade assigned by group members for group work). Details discussed in class and provided as a handout.

**Field Trip** – worth 150 points (100 points for attendance (required) and 50 points for the report).

**Class Attendance and Participation** – 50 points (maximum points for attendance obtained with two absences, if actively engaged in discussions).

**Graduate Students:** Graduate students will be required to complete a more comprehensive term paper with a focus on research and synthesis of course material. Total points for term paper and presentation for graduate students is 200 points. Details discussed in class (see attachment). Additional case study required (50 points). Points total for graduate students is 1100.

**Grading:**

Midterm Exam	150
Final Exam	150
Individual Presentation	50
Five Assignments	300
Field Trip Attendance and Report	150
Case Study/Field Trip Summary and Presentation	50 100
<u>Class Attendance and Participation</u>	<u>50</u>
Total	1000

Final grade calculation:

A (93-100)	B+ (87-89)	C+ (77-79)	D+ (67-69)	F (Below 60)
A- (90-92)	B (83-86)	C (73-76)	D (63-66)	
	B- (80-82)	C- (70-72)	D- (60-62)	

### **Grade Dispute**

On occasion, there may be a disagreement on an assignment or in total at the end of the class. A disagreement on an assignment should be presented to the Instructor in writing detailing the disagreement as it relates to the instructions for the assignment and guidelines and expectations of the course. At that time, the Instructor may review the assignment starting from zero, at the start as if the assignment has never been graded. The ending grade may be higher than, equal to, or lower than the original grade (on occasion things may have inadvertently been missed), this final grade may not be appealed.

**Digital Devices:** Digital devices are allowed in class for notes taking only (and assignment work in rare occasions). The instructor reserves the right to request your notes taken on your digital device and post them on Moodle for the class to use.

### **School of Business – Values Statement**

This Value Statement represents our belief of what constitutes ethical, legal and professional behavior for students, staff and faculty in all of our dealings inside and outside the University.

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**Ethics.** We demonstrate ethical conduct in our communication and practices. We manage ourselves with integrity and make decisions based upon the greater good.

**Sensitivity.** We value and respect diversity including political, philosophical and cultural viewpoints. We show concern for the welfare of others, expect equality, impartiality and openness. We refrain from discrimination against, harassing, or threatening others.

**Academic honesty.** We believe in academic integrity, personal honesty, tolerance, respect for diversity, civility, and freedom from violence.

**Respectful communication.** We show care, tolerance and respect towards the rights and dignity of others. We expect equality, impartiality, and fairness without reference to individual bias.

**Responsibility and accountability.** Each individual is expected to exercise sound judgment and serve the best interests of the University and the community.

**Professionalism.** We hold each other to high standards of conduct. We demonstrate collegiality and believe in nurturing mutually beneficial internal and external relationships.

### **Course Adjustments**

The instructor reserves the right to adjust the course syllabus and schedule based on student progress. Any adjustments will be made in consultation with the class and will be confirmed in writing on Moodle to ensure shared understanding.

### **Course Outline and Tentative schedule:**

Week	Day	Topic	Homework
1	January 7	Course Overview, Expectations, Introduction	Moodle Reading
	January 9	What is sustainability and sustainable development? United Nations Sustainable Development Goals overview	Moodle Reading <b><u>Assignment 1 – Discussion Forum</u></b>

2	January 14	Student Presentation; Sustainability and Tourism What is Sustainable Tourism? <i>*Field trip planning team</i>	Moodle Reading
	January 16	Student Presentation; Principles and frameworks for Sustainable Tourism (Wallace/PoS) Sustainable Tourism indicators and criteria <i>*Confirm field trip dates</i>	Moodle Reading <u>Assignment 2</u>
3	January 21 <b>NO CLASS MLK Day</b>	Student Presentation; Tourism Planning (urban vs. rural); Sustainable Destinations – case study (international);	Moodle Reading
	January 23	Student Presentation; Stakeholder perspectives – impacts and roles in sustainable tourism; Planning the Overnight Trip	Moodle Reading Review <u>Assignment 3</u>
4	January 28	Student Presentation; Nature-based and eco-tourism; Case Study; Planning the Overnight Trip	Moodle Reading
	January 30	Sustainable Destinations – case study (local/regional); Midterm Review <i>*Confirm overnight field trip location</i>	<u>Prepare for Midterm</u>
5	February 4	Catch-Up and Midterm Review Planning the Overnight Trip	
	February 6	<u>Midterm</u>	
6	February 11	Student Presentation; Power and Tourism; Displacement; Governance and tourism Planning the Overnight Trip	Moodle Reading
	February 13	Student Presentation; Cities and Sustainable Tourism; Planning the Overnight Trip	Moodle Reading <u>Assignment 4</u>
7	February 18	Student Presentation; Managing a sustainable tourism business Planning the Overnight Trip	Moodle Reading

	February 20	Corporate Sustainability in the tourism industry; Case Study Planning the Overnight Trip	Moodle Reading
8	February 25	Tourism as a tool for poverty alleviation; Pro poor tourism; Volunteer Tourism; Tourism and climate change Planning the Overnight Trip	
	February 27	Student Presentation; Overtourism Planning the Overnight Trip	Moodle Reading <u><b>Assignment 5</b></u>
9	March 4	<b>Overnight FIELD TRIP!</b> <b>(The night of March 2 or 3)</b>	Work on final project
	March 6	<b>Pavlina at a conference – no class meeting!</b> Work on Presentation/Final Project/Final Exam	<u><b>Field Trip report</b></u> due Sunday; Prepare for Presentation and Final Exam
10	March 11	Presentations Field Trip Discussion/Evaluation	<u><b>Work on final project</b></u>
	March 13	Presentations Final exam review	<u><b>Final Project due</b></u> <u><b>Prepare for Final Exam</b></u>
11	March 20	<u><b>Final Exam 8:00am</b></u>	

# BA 511 Sustainable Tourism Term Presentation (100 Points) and Paper (100 points) Rubric.

	<b>Introduction</b>	<b>10 points</b>
Introduction - sustainable tourism	Briefly talk about the tourism industry and sustainable tourism (1-2 sentences)	3 points
Introduction of the destination/region/company you are writing about.	Introduce the region or a company you will evaluate (1-2 sentences)	2 points
Presentation Objective	State the presentation objective. What is this paper about? For example: The objective of this presentation is to evaluate ____ (destination/company) based on Wallace's principles for ecotourism and provide recommendations, etc. (1-2 sentences).	5 points
	<b>Literature Review</b>	<b>20 points</b>
	Synthesize literature on sustainable tourism applying terminology learned in class (relevant to George Wallace's principles for ecotourism); include literature on tourism planning and governance, carrying capacity, stakeholder perspectives, and overtourism (1-2 slides)	
	<b>Research Method</b>	<b>20 points</b>
Introduction of this section and your research method.	Utilizing Wallace's principles for ecotourism, the .... (company/destination) is evaluated. List all principles briefly. Explain your research approach in detail. Explain your rating scale.	
	<b>Findings (1-6 slides)</b>	<b>30 points</b>
<b>Principle 1</b>	What are the initiatives/policies your region/company follows related to this principle? Rate (e.g.1-5)	
<b>Principle 2, etc.</b>	What are the initiatives/policies your region/company follows related to this principle? Rate (e.g.1-5) *You can include a Table with all the principles and specific initiatives/policies that relate to each of the principles and ratings, but make sure that you include some text too, not just the table (explain the table)	5 points for each of the six principles
	<b>Conclusion and Recommendations</b>	<b>10 points</b>
What are the main strengths and weaknesses of the company/region?	Summary from Wallace's principles evaluation	
Recommendations	Your recommendations for the destination/company/region on how to improve its sustainable tourism practices, policies. Link synthesis back to the literature review.	
<b>Overall clarity, grammar, punctuation, organization, APA style</b>	Provide at least 8 references	<b>10 points</b>

## Paper requirements (100 points)

**Introduction** (the same as presentation requirements - about half a page) (10 points)

**Literature Review** - (the same as presentation requirements - about two pages) (20 points)

**Research Method** (the same as presentation requirements - about half a page to a page) (20 points)

**\*Findings** (see table below – summarize findings in the table and explain in paragraph format – two to three pages) (30 points)

**Conclusion and Recommendations** (the same as presentation requirements – half a page to a page) (10 points)

Paper organization, language, flow, etc. (10 points)

Please use **headings** so that the paper flows smoothly. Paper length about 6-8 pages, double spaced, not including title page or reference page.

**APA format** including title page and page numbers

**Punctuation, Grammar, and Spelling** - language use is professional, avoiding slang, contractions, and first/third person references such as “I,” “you,” and “we.” Be sure that you include a heading and/or subheading for each section and captions for tables, graphs, or other visual materials, and specifically refer to them in the text.

**References – at least 8 sources.** Use APA formatting for both in-text citations as well as in reference list at the end.

Hanging indents are required for references.

One inch margins using Times New Roman 12-point font

**\*Findings** should be organized in the following table format (on one page). Use bullet points (NOT full sentences)

Principle	Initiatives	Rating	Recommendations
1	At least two for each principle		
2			
3			
4			
5			
6			

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