Syllabus

TSTD6283DE - Practicum / Professional Development

Duration: January 12-April 10, 2015

Prerequisites

TSTD2683DE is a Capstone course requirement for all MTA students. Students are required to have successfully completed all Core courses and there is an expectation that students have completed all, or a majority, of their coursework before enrolling in this course.

Objectives

Upon completion of this course, students should be able to:

1. Assess personal and professional skills;
2. Identify career goals; and
3. Assess issues and develop strategies for a tourism field case.

Course Description

This course is designed to focus on professional development obtained through conferences, hands-on individualized fieldwork and/or internships. These experience requirements allow students to explore different aspects of the tourism industry, further their professional development, and create career networking opportunities for themselves. The Practicum experience culminates with participation in the Case Competition at the Capstone Residency.

Required Text, Readings and Other Course Material


Course Evaluation

Students must complete the following set of assignments in order to receive full credit for this course.

<table>
<thead>
<tr>
<th>Item</th>
<th>Due Date</th>
<th>Percentage Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written Statement of Objectives</td>
<td>February 2</td>
<td>5%</td>
</tr>
<tr>
<td>Discussion Participation (Discussion of the required to</td>
<td>Week of February 23</td>
<td>10%</td>
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<tr>
<td>“What Should I do with My Life.”</td>
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<tr>
<td>Resume Review</td>
<td>March 2</td>
<td>5%</td>
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<tr>
<td>Conference Report</td>
<td>April 17</td>
<td>40%</td>
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<tr>
<td>Field Case Study &amp; Report/Presentation</td>
<td>April 17</td>
<td>40%</td>
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Assignments

1. Written Statement of Objectives: Due Monday, February 2, 2015. This assignment is designed to help the student reflect on their career path and goals; and to assist the instructor in approval of professional development fieldwork site(s) and conference(s). In a written statement (400 word max.), describe the objectives you hope to accomplish during this course specifically, and through your courses & earned degree more globally. Include how the assignments in this course might to help you identify, refine, and/or further your desired career path. Keep in mind that objectives are statements about desired achievement and must be measurable.

2. Resume Review: Due: Monday, March 2, 2015. The Resume Review is designed to assist you in presenting yourself in the best competitive light based on your academic, professional and volunteer experiences. Through the GW School of Business’ Fowler Career Center, AMTA has organized for you to have Meridian Resources review your resume and provide you with a narrative and edited resume. Meridian Resources is a professional career-coaching firm retained by the Fowler Career Center to assist GW Business School students and alumni.

Prior to submitting your resume for review,

1. Read the Resume Writing Guide in the Assignments content area;

2. Read the Sample Resumes in the Assignments content area to give you a good idea of the format and process;

3. Revise your resume into the accomplishment-based style.

To have your Resume reviewed:

- Send your resume as an MS Word attachment to amtaresumes@meridiancareernavigator.com. Be sure to label your MS Word file with your last name and resume (ex. Bowen-Resume.doc). In the body of your email, be sure to indicate that you are submitting your resume as a TSTD6283_DE student. Keep in mind that Meridian Resources is a professional career-coaching firm retained by the Fowler Career Center to assist GW Business School students and alumni. As such, Meridian staff deal with many more students than AMTA students and many more people than GW Business School students and alumni. It is very important to follow the submission instructions provided.
- Read Meridian’s automatic email response which will outline turnaround time and information on how to access Meridian Career Navigator.
- Once received, read the formal Meridian review (narrative document & edited resume) and incorporate suggestions/advice to continue developing of your resume.
- Resubmit your enhanced resume to amtaresumes@meridiancareernavigator.com for a final review, according to the instructions in step 1, above.
- Following steps 2 & 3 above, make any final changes necessary and submit your polished resume to the appropriate link in the Assignments content area to get credit.
3. Conference Report: Attendance at a professional conference relevant to your particular career path and goals is important for continuing education and networking. Contacts made at conferences can have both immediate and long-term positive impacts on your career. For example, you may hear a talk which assists you in solving an immediate professional dilemma, or make a new contact to whom you can reach out in the future. When you attend a conference, learn as much as you can and make as many contacts as possible. Take notes and trade business cards. Very often the social activities can be as valuable as the formal sessions.

After you attend a professional conference, which has been approved, you are required to write a Conference Report on your experience. See the Assignments content area for the Conference Approval Form. This report should be 1,250 to 2,500 words (not including the Appendix), and include the following:

- **Overview** – Provide the name, location, date and brief synopsis of conference.
- **Involvement** – Describe your level of involvement in the conference with details about formal and informal events you attended. Include how far you traveled to attend the conference, whether you stayed overnight and if you used conference organized accommodations and transportation.
- **Experience** – Discuss how you professionally and personally gain from the conference experience.
- **Organization** – Explain who organized on the conference. State what organization(s), association(s) and/or group(s) were responsible for the conference objectives, funding and organizing. Provide details about and agendas of all the players.
- **Purpose** – Summarize why the organizer(s) held the conference and whether they met their objectives. Pull from your experience at the conference, as well as research into the organization and the event. Interview members of the conference planning team(s) and/or sponsoring organization(s) to gain insight into their purpose.
- **Critique** – Critique the conference. Describe what was done well and what could have been improved, from the standpoint of a participant, as well as the standpoint of an event planner. Even if you are not in the event planning concentration, use your knowledge as a tourism administration professional. Include recommendations for what the conference planners should do the same or differently if they were to organize this conference again. Think not only about the formal agenda for the conference, but also about any supporting services of the conference facility and location of which you are aware.
- **Appendix** – Include the conference agenda, as well as any other documentation to support your report, such as agendas, abstracts, photographs, etc. Note that all material must be electronic and included in the same digital file as the body of the report. You can scan and insert materials which you collected in paper form.
- **Submit your Conference Report to the appropriate link in the Assignments content area on the Blackboard site of the TSTD283_DE course in which you are officially enrolled.**
4. Field Case Study  The client based field case study is a team project you must complete and submit by Friday, April 17, 2015. Details on the field case study will be posted the end of the first week of class (January 17, 2015). The instructor is currently working out the details of the case with the Chief of Tourism, Charles County, Maryland.

5. Discussion of text for course. There will be a one week discussion of the course required reading, “What Should I Do with My Life” the week of February 23, 2015.

Course Policies & Procedures

Assignments. Assignments are to be submitted on (of before) the date they are due. Consider the due date to be the last possible date on which coursework will be accepted.

Make sure you back up your work. Allow time for your busy schedule and the busy schedules of others. If you think that you may not be able to submit an assignment on the date it is due, be prepared to submit your work early.

All assignments must be typed and prepared in a professional manner. If grammar, spelling, typographical, slang or be sure to reference your work, whether the material comes from a text, the internet or personal communication. Lack of referencing degrades the quality of your work, and may be construed as plagiarism – and usually it is just a matter of lack of attention to detail so proof read! And then, proof read again.

Academic Integrity. This course will abide by the George Washington University Code of Academic Integrity. The Code is printed in the Schedule of Classes and is also available on the GW web site. In the very unlikely event of academic dishonesty in this course, it will be pursued to the most severe sanctions available under the above Code. Usually, this means an F in the course for any event or action in violation of the Code.

Student assignments will be regularly checked for plagiarism. Cheating is not a victimless crime! If you have any questions on this policy, or what constitutes violations of academic honesty, please feel free to ask your instructor or facilitator!