Course Syllabus

Department: Department of Business

Date: January 19, 2013

I. Course Prefix and Number: BUS 255

   Course Name: Tourism Internship

   Credit Hours and Contact Hours: 3 credit hours – 3 contact hours

   Catalog Description including pre- and co-requisites: supporting data required for grade prerequisite of ‘C’ or higher.

   This is an experiential learning course of study. Students will be required to complete a minimum of 150 hours of field experience. This experience may consist of interaction with the Tourism Industry which may include but not be limited to work experience, participation in trade seminars, professional meetings, volunteer experience, special projects, and trade shows. Tourism field experiences will be provided by the following types of Tourism organizations: Convention and Visitor Bureaus, Event and Performing Arts organizations, Convention Centers, Chambers of Commerce, Tourism Promotional Agencies, Travel Companies, Tour Operators, Conference Centers, Attractions, Meeting/Planning Companies, Corporate Travel, Governmental Agencies involved in Tourism Planning and Development. Students will be required to enter into an internship contract, submit written report(s), and attend two special topic seminars. Prerequisites: BUS 100, 30 credit hours completed, 2.0 grade point average and permission of instructor.

   Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable:

   This is a required course for the Associate in Applied Science Tourism Management degree. It serves as a Business elective in all Business degree programs and a General elective in all other degree programs.

II. Course Student Learning Outcomes: State the student learning outcome(s) for the course (e.g. Student will be able to identify…)

   The student will:

   - Perform tasks in a tourism environment.
   - Demonstrate knowledge of the interrelationships between the various tourism components.
   - Identify course concepts present in the tourism environment.
   - Write a paper describing various aspects of the internship.
College Learning Outcomes Addressed by the Course: (check each College Learning Outcome addressed by the Student Learning Outcomes)

- writing
- oral communications
- reading
- mathematics
- critical thinking
- computer literacy
- ethics/values
- citizenship
- global concerns
- information resources

III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed): For each identified outcome checked, please provide the specific assessment measure.

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>writing Writing (ability to submit and revise)</td>
<td>eg: student will complete a research paper Final paper explaining the experiences and demonstrating how it applies to their coursework.</td>
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<tr>
<td>Oral Communication</td>
<td>Presenting to their instructor the elements of their experience</td>
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<tr>
<td>Critical Thinking</td>
<td>Students will be presented with various situations and work assignments. They will need to apply course concepts in order to successfully complete the tasks.</td>
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IV. Instructional Materials and Methods

Types of Course Materials:

- Internship identification
- Resume and cover letter development
- Interview process

Methods of Instruction (e.g. Lecture, Lab, Seminar …):

- Career Seminar
- Written Assignments
- Discussions
V. General Outline of Topics Covered:

1. How to select the area of tourism in which to complete the Internship
2. Position search techniques
3. Resume construction
4. Cover letter development
5. Application techniques and skills
6. Attire appropriate for job interview
7. Professional decorum