



Resort Management

A Concentration Of Study Offered Through

The Florida State University
Dedman School Of Hospitality

May 3 - August 15, 2009



at the
Emerald Grande Resort
Destin, Florida

Program Outline

The Florida State University, a recognized leader in tourism and hospitality management, will host a summer internship program leading to a concentration in resort management. The 9-credit hour curriculum will be administered by Dr. Mark A. Bonn, the Dedman Professor of Services Management.

Program Participation

This program is designed to serve three major groups: (1) full-time hospitality majors and/or College of Business students at FSU seeking to fulfill internship requirements; (2) other non-FSU college students (especially those in residence at properties in and around the surrounding area) who would like to earn academic credit from Florida State for use as transfer credit at their home institutions; and (3) non-degree seeking hospitality industry professionals seeking to upgrade their skills.

Full-Time FSU Students

By agreement with the program partners, students are placed into paid internship positions to study resort and condominium management. The appointment includes a salary per hour based on a 40-hour work week. Lodging is provided at the rate of \$75/week per student for double occupancy, or \$150 per student for single occupancy. Accommodation fees will be deducted directly from each student's weekly pay check by the resort.

Acceptance into the program includes a mandatory 9-semester hour course work requirement. Specific credit courses are outlined in further detail in this brochure. Managers from various properties will be available for guest lectures to complement classes taught by FSU faculty; these classes will be held on Sundays and Mondays.

Non-FSU Participants

Credit: Non-FSU students and hospitality industry professionals are invited to participate in the credit classes taught in the area upon approval of the RCM Director, Dr. Mark Bonn, at (850) 644-8244. Each class carries three semester hours of regular undergraduate credit and is transferable to many colleges and universities across the nation. For students not majoring in Hospitality, "HFT 3941: Management Internship" can be taken for a maximum of 9 credit hours. We recommend you check with your individual school to confirm transferability. Pre-registration is required by March 15, 2009. Please return the attached form to Academic & Professional Program Services.

Non-Credit: Individuals interested in the program for professional skills upgrade can register for any of the courses for non-credit Continuing Education Units (CEUs). Each credit class is worth 4.5 CEUs. If you wish to register for CEU credit, please contact Kerry McElroy at (850) 644-4062 or kemcelroy@fsu.edu.

General Information

About Florida State University . . .

The Florida State University's heritage of service and scholarship began in 1857. Since then, it has evolved into a comprehensive research institution offering undergraduate, graduate, advanced graduate and professional programs of study conducting extensive research and providing service to the public. The University's primary role is to serve as a center for advanced graduate and professional studies while emphasizing extensive research and providing excellence in undergraduate programs.

College of Business . . .

The College of Business at The Florida State University offers a variety of curricula placing emphasis upon education of the student for the growing responsibilities in business, government and society. Because of the large demand for these programs, the number of admissions has been limited to approximately 2,800 undergraduate business majors at the junior/senior level.

Dedman School of Hospitality . . .

The Florida State University's Dedman School of Hospitality was established in 1947 in recognition of the demand for professional preparation in the hospitality and tourism fields. Located in the College of Business, the School is recognized as one of the premier national and international programs of its kind. The curriculum offers specialized courses in areas including: Environmental Tourism Management, Resort Management, Operations & Development, Professional Golf Management, Hospitality Services Marketing and Research, and Convention Services & Event Management.

Credit Curriculum

Core Curriculum

The following courses constitute the Summer 2009 core curriculum for the Florida State University Dedman School of Hospitality program of study in Resort Management.

HFT 3941: Management Internship - 3 hours

A management internship program providing on-the-job management experience in some phase of resort management. All internships involve rotation through various resort departments. Internships are customized based upon student and property needs. Typical internships may involve experiences with the following: front desk, reservations, sales, marketing, housekeeping, special events, guest services, golf club operations, recreational activities, food and beverage operations, conference and meeting services, and business administration.

HFT 4930: Special Topics in Resort Operations - 3 hours

Study of hotel, motel, resort, condominium, and other types of lodging operations including functional department organization, operation, quality service and systems.

HFT 4930: Special Topics in Resort Development - 3 hours

An in-depth examination of the process of resort development from property site identification, land acquisition, zoning and permitting, environmental impact statements (EIS), layout and design issues, construction processes, pre-opening, public relations and marketing, and many other issues.

Student Housing

Students will be provided apartment housing opportunities located several miles off-property. Students will be required to provide their own transportation. Apartments are configured as 2B/2BA with one or two students per bedroom. Double occupancy bedrooms are \$75/week and single occupancy bedrooms are \$150/week. Housing fees are taken directly from student paychecks.

Application Procedure

FSU Students

Acceptance into the program is limited and is on a first-come, first-served basis. Contact Dr. Mark Bonn, Resort Management Director, Dedman School of Hospitality, University Center Building B, Suite 4104, The Florida State University, Tallahassee, FL 32306-2541. Dr. Bonn can be reached at (850) 644-8244, or by e-mail at: mbonn@fsu.edu.

Non-FSU Students & Professionals

Acceptance to the program is on a space-available basis. Please call ahead to register your intentions to take the program. Contact Kerry McElroy, Academic & Program Services, Tallahassee, FL 32306-2550 or Dr. Bonn at the address listed above. Mrs. McElroy can be reached at (850) 644-4062.

Fees

FSU students

The fee for FSU students participating in the program is \$2,500. There is a \$400 non-refundable deposit due upon acceptance into the program. Final payment is due at the beginning of classes. Financial Aid Recipients must contact the Program Coordinator, Kerry McElroy, in advance at (850) 644-4062, or at kemcelroy@fsu.edu.

Non-FSU Credit and Non-Credit Students

Tuition for the summer program is \$2,500. There are no out-of-state premiums or other fees. Books for each class are additional. Payment is due to Academic & Professional Program Services by March 15. A late payment fee of \$100.00 will be assessed after April 15. The location of all classes will be determined by the program director.

Methods of Payment

We accept Visa, MasterCard, American Express, personal check, company purchase orders (billed immediately), and cash. Contact Kerry McElroy at (850) 644-4062 for more information.

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Request for Registration

Name SS#

Address

City State Zip

Daytime Phone E-mail

Major

I am (please check all that apply):

- An FSU student; \$2500/3 courses
- A non-FSU participant; \$2500/all 3 courses or \$875/individual course (by permission only)
- An employee of a partner program; no charge for employees (by permission only)
- Not a U.S. citizen
- A financial aid student • (Please call Kerry McElroy at (850) 644-4062 for information)

I am paying my \$400 nonrefundable deposit by:

- Check payable to FSU
(Project Code 10370)

Credit Card (\$5 convenience fee is charged):

- MasterCard
- Visa
- American Express
- Discover

I wish to take the following:

- Series of 3 courses
- Individual courses (by permission only)
 - HFT-3941: Management Internship (3 semester hours)
 - HFT-4930: Special Topics in Resort Operations (3 semester hours)
 - HFT-4930: Special Topics in Resort Development (3 semester hours)

Account #

Exp. Date

Signature

I wish to earn:

- Academic credit (3 semester hours/course)
- Continuing Education Units only (4.5 CEUs/course)

Mail or FAX form and payment to:

Credit Registrar
Academic & Professional Program Services
The Florida State University
296 Champions Way
PO Box 3062550
Tallahassee, Florida 32306-2550
FAX (850) 644-3803