



Department of Tourism, Hospitality and Event Management (THEM), University of Florida

LEI 2090 - Career Preparation in THEM (Online)

Instructor:	Giulio Ronzoni	Class Meeting Days	Online
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Phone:	(407) 443-5994 (for emergency only)	Credit Hours:	1
Office Hours	By appointment (In-person, Zoom, Phone)	Class Location:	Online
Term:	Spring 2024	Class Section:	RF25-30335

Course Description

This course is designed to help students transition to UF and the Tourism, Hospitality and Event Management (THEM) program and provides students with the skills and resources necessary to be successful in the program and in their future careers. Students will learn how to plan and use their college experiences for future success. The course will introduce students to important program and academic information, as well as a variety of resources at the university, college, and department levels that support students' academic and career goals. Topics that include communication strategies, professional conduct, field experience, and academic opportunities will be discussed allowing students to prepare for academic and personal growth in the field of THEM. Students will also learn professional skills such as self-introduction in a business setting, resume and cover letter writing, and professional brand development through social media.

Prerequisite Knowledge and Skills

THEM majors and minors in Event Management.

Course Objectives & Learning Outcomes

By the end of this course, students should be able to:

1. Recognize the foundations associated with careers in the tourism, hospitality, and event industries.
2. Demonstrate academic and personal growth in the field.
3. Develop a professional brand via social media.
4. Execute effective communication strategies and professional behaviors.
5. Write a professional resume and cover letter.
6. Outline the resources and courses offered by THEM, HHP, and UF.
7. Network relationships with peers, faculty, staff members, and future employers through various networking opportunities.

Course Format

The Career Preparation course will provide students with the skills and resources necessary to be successful in the THEM program and in their future careers. The course is divided into four major topics:

- Program and Academic information
- Fundamentals of Communication and Professionalism
- Networking and Industry Engagement

- Resources and study abroad programs

A variety of topics will be covered, including, but not limited to, communication strategies, professional behavior, career, resume and cover letter writing, and professional brand development using social media.

Required Text and Material

None

Supplementary (Optional) Textbook and Material

Cavoulacos A., & Minshew, K. (2019). *The new rules of work: The muse playbook for navigating the modern workplace*. New York, NY.

Basis for Final Grade

Assignment	Value	Percentage
Online Attendance / Participation	50	5%
Career Essay	150	15%
Resume Writing	150	15%
Professional Self-Introduction	150	15%
Social Media Profile	150	15%
Interculturality	150	15%
Cover Letter writing	150	15%
“High5” Test + Self-Reflection	50	5%
Total	1000	100%

Letter Grade	Range	Letter Grade	Range	Letter Grade	Range
A	Above 95%	B-	80.0%-83.9%	D+	67.0%-69.9%
A-	90%-94.9%	C+	77.0%-79.9%	D	64.0%-66.9%
B+	87.0%-89.9%	C	74.0%-76.9%	D-	60.0%-63.9%
B	84.0%-86.9%	C-	70.0%-73.9%	F	< 60.0%

Professional Courtesy

It is the expectation that all individuals will treat every other individual with respect and dignity, which includes but is not limited to:

- Timely attendance, unobtrusive entry or exit from a class that is in session.
- No open computers, tablets, iPads, etc. unless specifically approved by the instructor.
- Cell phone ringers off and cell phones put away.
- Body language that demonstrates a state of conscious awareness, no sleeping.

- Attention directed at the designated speaker, eyes open, and standard hygienic practices required for acceptable assimilation into a crowded room.

Late Work

There are no make-ups for any assignments including, but not necessarily limited to writing, quizzes, any and all exams, and any and all myhospitalitylab.com associated work, assignments, and quizzes. Essays will not be accepted if submitted after the due date.

Make-Up Policy

Make-up exams or projects are only allowed with a medical certificate (illness or injury), or a letter from a university office (i.e., representing the university at a sporting event, conference, or similar event). Please contact the Professor to arrange a time. Note: the exam could be slightly modified in the event of a make-up.

Academic Integrity & Personal Conduct Policy

The integrity of a university depends upon academic honesty, which consists of independent learning and research. Academic dishonesty includes cheating and plagiarism. Cheating includes, but is not limited to, giving unauthorized help during an exam, obtaining unauthorized information about an exam before it is administered, using inappropriate sources of information during an exam, altering the record of any grade, altering an answer after an exam has been submitted, falsifying any official University record, and misrepresenting the facts in order to obtain exemptions from course requirements. The minimum penalty for cheating is an F for the course.

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>. UF students are bound by The Honor Pledge, which states, *"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code."* On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: *"On my honor, I have neither given nor received unauthorized aid in doing this assignment."*

Your quizzes and exams might be proctored by Honorlock.

Professionalism Policy

Per university policy and classroom etiquette, mobile phones, iPods, etc., must be silenced during all classroom and lab lectures. Those not heeding this rule will be asked to leave the classroom/lab immediately so as to not disrupt the learning environment. Please arrive on time for all class meetings. Students who habitually disturb the class by talking, arriving late, etc., and have been warned, may suffer a reduction in their final class grade.

Recording

No person shall, without the prior written consent of all persons present, transfer or cause to be transferred any sounds or images recorded on a disc, wire, tape, film, videocassette, digital media, or other article or medium now known or later developed on which sounds or images are recorded. Violations of this policy shall result in a failing grade for this course; further, civil and criminal penalties may result.

Services to Students with Disabilities

Support services for students with disabilities are coordinated by the Disability Resource Center in the Dean of Students Office. Students requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive; therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Notice of Copyright for Course Syllabus and Lectures

The University requires all members of the University community to familiarize themselves with and follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability as well as disciplinary action under University policies.

Available Resources for Students

- Online Computing Help Desk & e-Learning Support Services: <https://helpdesk.ufl.edu>.
- Office of Academic Support can be found at <https://oas.aa.ufl.edu/>.
- E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. Website: <https://lss.at.ufl.edu/help.shtml>.
- Career Connections Center, Reitz Union, 392-1601, <https://career.ufl.edu>.
- UF Tutoring offers various forms of academic support to help students succeed in their studies. All tutoring services are free to UF students. <https://teachingcenter.ufl.edu/tutoring/>
- Writing Studio: The Writing Studio is committed to helping UF students meet their academic and professional goals by becoming better writers. <https://writing.ufl.edu/writing-studio/>.
- U Matter We Care: This initiative aims to assist the community with care-related resources that focus on health, safety, and holistic well-being. <https://umatter.ufl.edu/>.
- If you are having difficulties with the course material, please email the Professor and/or visit the Health and Human Performance Subject Guide at the UF Library: <http://www.uflib.ufl.edu/cm/hhp/hhp.html>. Or contact the sport, tourism, and recreation subject librarian: <http://apps.uflib.ufl.edu/staffdir/SubjectsSpecialist.aspx>.
- Counseling Center: Phone 352-392-1575, <http://www.counseling.ufl.edu/cwc/Default.aspx>.
- Sexual Assault Recovery Services (SARS) - Student Health Care Center, 392-1161.
- University Police Department, 392-1111 (or 9-1-1 for emergencies)
<http://www.police.ufl.edu/>

Flexibility and Responsibility

Any portion of this syllabus may be changed at the instructor's discretion. It is the student's responsibility to become aware of changes to the syllabus by reading the instructor's electronic communications.