

RCH 3302
Outdoor Hospitality Industry
Spring 2016

Lecture times: Tuesday & Thursday 14h00 – 14h50

Lab Times: Thursday 15h00 – 16h50

Instructor: Dr. Ryan O’Shaughnessy
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Office: Everett E. Turner Range Animal Science Center, Room 115
Office hours: Monday 10h00 – 12h00, Wednesday 10h00 – 12h00

Text: Outdoor Recreation Management. Second edition, by John Pigram and John Jenkins. Routledge Publishers.

Catalog description: Application of the principles needed to operate business relating to the outdoor hospitality industry. Example will include hunting, photographic tours, hiking, camping, lodge accommodations etc.

Course objective: To provide a general overview of factors to consider when starting and operating a business based on outdoor recreation.

Grading: Exam 1 – 15%
Exam 2 – 15%
Exam 3 – 15%
Exam 4 – 15%
Semester presentation – 15%
Reports – 15% (3 page summations of guest speaker presentations)
Active participation in classes and labs – 10%

Scale: 90 -100% = A
80 – 89% = B
70 – 79% = C
60 – 69% = D
< 60% = F

Attendance: No make-up quizzes, assignments, or exams will be given for unexcused absences. An excused absence is one where you notify the instructor PRIOR to being absent.

Semester presentation: Each student will prepare a 15 minute PowerPoint presentation outlining a business venture operating in the outdoor market. The presentation should include information relating to the type of business operated, target market, insurance, liability, times of operation, and equipment needed. The presentation can use a working operation as an example, or may depict a hypothetical business to be started.

Reports: Throughout the semester we will have a variety of guest speakers. A 3 page report (12 pt, double spaced, Times New Roman font) of the presenters material is due ONE week following the presentation.

Active participation: Students who show an active interest in classes and labs, and who actively participate in class discussions and practicals will gain extra credit.

Accommodations: It is up to Sul Ross State University to provide reasonable accommodations to students with disabilities. If you would like to request such accommodations because of physical, mental, or learning disabilities please contact the ADA coordinator for Program Accessibility located in Room 206 of the Briscoe Administration Building, or call 432-837-8203.

Program learning objectives:

Program Learning Outcomes for the **B.S. in Natural Resource Management**

The graduating student will demonstrate that he/she is able to:

1. Identify species of wildland plants and wildlife common to the western United States and describe their natural history.
2. Demonstrate knowledge of the elements of an ecosystem.
3. Communicate about natural resources and conservation both verbally and in writing.
4. Conduct range and wildlife inventories in a team setting.
5. Apply knowledge about elements of an ecosystem into an appropriate conservation management plan.

Program Learning Outcomes for the **M.Agr. in Range and Wildlife Management**

The graduating student will demonstrate that he/she is able to:

1. Apply statistical concepts and procedures to natural resource data
2. Evaluate literature and references as they apply to the natural resource field
3. Demonstrate their knowledge of the fundamentals and advanced concepts of range and wildlife management.

Program Learning Outcomes for the **M.S. in Range and Wildlife Management**

The graduating student will demonstrate that he/she is able to:

1. Apply statistical concepts and procedures to natural resource data
2. Evaluate literature and references to substantiate an applied research project.
3. Examine, select, and utilize appropriate resources, materials, and data collection instruments to implement research projects.
4. Justify and defend the research questions and design.

Tentative Teaching Schedule

<u>Week</u>	<u>Content</u>
1/19/2016	Introduction
1/26/2016	Chapter 1
2/2/2016	Chapter 2
2/9/2016	Exam 1
2/16/2016	Chapter 3
2/23/2016	Chapter 4
3/1/2016	Chapter 5
3/8/2016	Exam 2
3/15/2016	Chapter 6
3/22/2016	Chapter 7
3/29/2016	Chapter 8
4/5/2016	Exam 3
4/12/2016	Chapter 9
4/19/2016	Chapter 10
4/26/2016	Chapter 11
5/3/2016	Chapter 12
5/10/2016	Exam 4