February 5, 2013

MEMORANDUM

TO: Faculty Curriculum Committee

FROM: John Crotts

RE: Change of Program Form in Support of new elective course HTMT 355: Negotiations

Cathy Boyd contacted Bob Frash expressing a need for a Change in Major Form to be included with the new course proposal for HTMT 355 Negotiations: Principles and Practices. In my conversation with her this morning, she expressed that not all sections are applicable and simply to communicate with Dan Greenberg, the chair of the Faculty Curriculum Committee, as to what is needed. In my follow up communications, Dan communicated the following instructions that I have followed

“Hi John, As far as I’m concerned, you can fill out page 1—but please do add the complete curriculum showing where the new course fits. You can print out the Degree Worksheet or the catalog description of the major and note the location of the new course by hand. On page 2, you don’t need to fill out E (I need to revise the form to state that), and for F, you just need to say that there is no impact (if indeed there isn’t). Please do fill out page 3—if there are no costs, just say so. The rest should be easy. Thanks. DG”

Let me know if you have any questions.
FACULTY CURRICULUM COMMITTEE
CHANGE/DELETE PROGRAM FORM

Instructions:
• Please fill out all of the portions of the form that are specified in section B. You must do this before your request can move forward!
• Remember that your changes will not be implemented until the next catalog year at the earliest.
• If you have questions, please start by checking the detailed instructions on the website.
• Please feel free to contact the committee chair with any remaining questions you might have.

A. CONTACT INFORMATION.

Name: John C. Crotts Phone: 860-4323 Email: crottsj@cofc.edu
School: Business Department or Program: Hospitality and Tourism Management
Name and Acronym of Major: HTMT

B. CATEGORY OF REVIEW. Please check all that apply, then fill out the specified parts of the form.

X☐ Change Request (fill out all sections)
☐ Add an existing course to requirements or electives
☐ Add a new course to requirements or electives (attach completed course form for each)
☐ Delete courses from requirements or electives
☐ Add or modify concentration, emphasis, or track (Note that emphases under 18 hours will not be noted on the transcript. All concentrations, emphases, tracks, etc., with 18 hours or more are called “concentration” on the transcript.)

☐ Terminate Program (fill out C, F, G, and H)
☐ Terminate degree
☐ Terminate major
☐ Terminate emphasis, concentration, or track

C. RATIONALE AND EXPLANATION. Please describe the request you are making and explain why you are making it.

Adding HTMT 355: Negotiations: Principles and Practices to the list of upper division electives for Major, Minor and Concentration

D. CURRICULUM. For revised programs, please attach the complete curriculum. Distinguish between required and elective courses, and note any prerequisites, co-requisites, sequencing, or other restrictions. Provide the catalog description and course list exactly as they should appear in the catalog. For each new course, submit the Curriculum Committee’s Course Form and a sample syllabus.

See attached
E. STUDENT LEARNING OUTCOMES AND ASSESSMENT.

Not Applicable per communication with Dan Greenberg, Chair, Faculty Curriculum Committee

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will students know and be able to do when they complete the major or program?</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
</tr>
</tbody>
</table>

1.                                                                                                         |

2.                                                                                                         |

3.                                                                                                         |

4.                                                                                                         |

Additional Outcomes or Comments:

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F. IMPACT ON EXISTING PROGRAMS AND COURSES. Please describe the impact of this request on other programs and courses. If you are deleting a minor, please describe the effect on all programs that will be impacted; if you are adding or changing a minor, please explain any overlap with existing programs at the College.

None
G. COSTS ASSOCIATED WITH THE REQUESTED ACTION. List all of the new costs or cost savings (including new faculty/staff requests, library, or equipment) associated with your request.

No

H. CHECKLIST

☐ I have completed all relevant parts of the form.

☐ I have attached a cover letter that describes my request and lists all the documents I am submitting.

☐ I have attached a Cover Letter that describes my request and lists all the documents I am submitting.

☐ (For proposals that affect other departments in any way) I have attached an acknowledgement from the relevant department.

☐ I have provided the complete curriculum for the program, concentration, emphasis, etc., including the description and course list, exactly as it should appear in the catalog.

I. APPROVAL AND SIGNATURES

1. Signature of Department Chair or Program Director:

[Signature] Date: 2/6/13

2. Signature of Academic Dean:

[Signature] Date: 2/4/13

3. Signature of Provost:

[Signature] Date: 2/10/13

4. Signature of Curriculum Committee Chair:

[Signature] Date: __________________

5. Signature of Budget Committee Chair:

[Signature] Date: __________________

6. Signature of Academic Planning Committee Chair:
7. Signature of Faculty Senate Secretary:

________________________________________________________________________ Date: ______________________

Date Approved by Faculty Senate: ______________________
Hospitality and Tourism Management Major Requirements

Degree: Bachelor of Science
Credit Hours: 60+

"PR" indicates a pre-requisite. "CO" indicates a co-requisite.

Courses within this major may also satisfy general education requirements. Please consult http://advising.cofc.edu/general-educ for more information.

Required Courses

- **ACCT 203** Financial Accounting (3) PR: Sophomore standing
- **ACCT 204** Managerial Accounting (3) PR: Sophomore standing; ACCT 203
- **BLAW 205** Legal Environment of Business (3) PR: Sophomore standing
- **DSCI 232** Business Statistics (3) PR: MATH 104 or 250
- **DSCI 320** Management Information Systems (3) PR ACCT 203,204, DSCI 232, MATH 104/250; junior standing
- **ECON 200** Principles of Microeconomics (3) PR: None
- **ECON 201** Principles of Macroeconomics (3) PR: ECON 200
- **FINC 303** Business Finance (3) PR: ACCT 203, 204, ECON 200, 201, MATH 104/250; junior standing
- **HTMT 210** Principles & Practices in Hospitality & Tourism (3) PR: None
- **HTMT 352** Service Operations Manager (3) PR HTMT 210; junior standing
- **HTMT 444** Hospitality Management Internship (3) PR: Senior standing; declared major in HTMT or instructor permission
- **HTMT 488** Strategic Hospitality and Tourism Management (3) PR: ACCT 203, 204, DSCI 232, ECON 200, 201, MKTG 301, MKTG 302, FINC 303, HTMT 210, 352; senior standing
- **MATH 104** Introductory Statistics (3) PR: MATH 101 or placement

**OR**

- **MATH 250** Statistical Methods I (3) PR: Either MATH 111, MATH 120 or instructor permission
- **MATH 105** Calculus for Business and the Social Sciences (3) PR: MATH 101 or placement

**OR**

- **MATH 120** Introductory Calculus (4) PR: Placement or MATH 111
- **MGMT 301** Management and Organizational Behavior (3) PR: junior standing
- **MKTG 302** Marketing Concepts (3) PR: ECON 200, 201; junior standing

At least 12 credit hours to be chosen from the following courses:

- **HTMT 350** Hospitality and Tourism Marketing (3) PR: HTMT 210, MKTG 302, ECON 200, 201; junior standing
- **HTMT 351** Hotel Management (3) PR: HTMT 210; junior standing
- **HTMT 353** Hospitality Sales and Negotiations (3) PR: HTMT 350 or MKTG 302; junior standing
- **HTMT 354** Hospitality and Tourism Technology (3) PR: Junior standing
- **HTMT 355** Negotiations: Principles & Practices
- **HTMT 392** Special Topics in Hospitality & Tourism (1-3) PR: Junior standing; other pre-requisites depending on topics
- **HTMT 381** Meeting and Conventions Management (3) PR: HTMT 210, ACCT 203; junior standing
HTMT 362  Events Management (3) PR: HTMT 210, ACCT 203; junior standing

HTMT 370  Foodservice Enterprise: Design & Development (3) PR: HTMT 210; junior standing

HTMT 372  Foodservice Operations Analysis (3) PR: HTMT 210; junior standing

HTMT 399  Tutorial (3; repeatable up to 12) PR: Tutor and department chair permission; junior standing

HTMT 420  Independent Study (3) PR: Junior standing; written agreement with instructor and chair

HTMT 499  Bachelor's Essay (6) PR: Senior standing

MGMT 307* Human Resource Management (3) PR: MGMT 301; junior standing

MGMT 308* Managing Diversity (3) PR: Junior standing

REAL 316* Principles of Real Estate (3) PR: Junior standing

Note: *Only one of these courses can be used as an upper-level elective.

Notes:

- The School of Business has the following admission standard: You must complete the following courses with a minimum grade of "C": ECON 200, 201, MATH 104 or 115, 155 or 170, DSCI 232, *ACCT 203, 204. *Note: ACCT 203 and 204 are not required for ECON majors but are pre-requisites for FINC 300 which is a pre-requisite for all 300 level finance courses.

- The business and accounting programs offered by the School of Business is accredited by The Association to Advance Collegiate Schools of Business (AACSB).
Instructions:
- Please fill out one of these forms for each course you are adding, changing, deactivating, or reactivating.
- Fill out the parts of the form specified in part B. You must do this before your request can move forward!
- Remember that your changes will not be implemented until the next catalog year at the earliest.
- If you have questions, please start by checking the instructions on the website. Please feel free to contact the committee chairs with any remaining questions you might have.

A. CONTACT INFORMATION.

Name: John C. Crots, Ph. D.  Phone: 3-6916  Email: crottsj

Department or Program: HTM  School: Business

B. TYPE OF REQUEST. Please check all that apply, then fill out the specified parts of the form.

☐ Add a New Course (complete parts C, D, F, G, H, I, J, K)
☐ Change Part of an Existing Course (complete parts C, D, E, F, G, I, J, K)
   ☐ Course Number
   ☐ Course Name
   ☐ Course Description
   ☐ Credit/Contact Hours
   ☐ Restrictions (prerequisites, co-requisites, junior/senior standing, etc.)
☐ Deactivate an Existing Course (complete parts C, D, E, G, I, J, K)
☐ Reactivate a Previously-Deactivated Course (complete parts C, D, E, G, I, J, K)

C. RATIONALE AND EXPLANATION. Please describe your request and explain why you are making it.

The proposed new course would be added as an upper division elective for HTM majors.

Arguably, the skill of negotiations is one of the most critical business skills that hospitality and tourism managers must develop and master. In this course, students will develop a conceptual framework that should help them better analyze negotiations in general and prepare more effectively for future negotiations in which they may be involved.

D. IMPACT ON EXISTING PROGRAMS AND COURSES. Please briefly describe the impact of your request on other programs and courses. If another program requires the course, you must submit their written acknowledgement with this proposal. Also, the affected program must describe any change in the number of credit hours they require. Include a list of similar courses in other departments and explain any overlap.

No such course exists to my knowledge at the undergraduate level.
E. EXISTING COURSE INFORMATION. If you are proposing a new course, just leave this blank. Otherwise, please fill out all fields.

Department: 
School: 
Subject Acronym: 
Course number: 

Credit hours: ___ lecture ___ lab ___ seminar ___ independent study
Contact hours: ___ lecture ___ lab ___ seminar ___ independent study

Course title:

Course description (maximum 50 words, exactly as it appears in the catalog):

Restrictions (pre-requisites, co-requisites, majors only, etc.):

Cross-listing, if any:

Is this course repeatable? □ yes □ no If yes, how many total credit hours may the student earn? ___

F. NEW COURSE INFORMATION. If you are deactivating a course, leave this blank. Otherwise, please fill out all fields. For changed courses, use boldface for the information that is changing.

Department: Hospitality & Tourism Management 
School: Business
Course Number: 355

Subject Acronym: HTMT

Credit hours: ___ lecture ___ lab ___ seminar ___ independent study
Contact hours: ___ lecture ___ lab ___ seminar ___ independent study

Course title: Negotiations: Principles and Practices

Course description (maximum 50 words, exactly as it appears in the catalog):

The objective of this course is learn an effective negotiation framework for doing business in a hospitality/tourism management context. The intent is to experientially develop one's negotiation skills. Emphasis will be placed on negotiation case studies, exercises, and role-plays.

Restrictions (pre-requisites, co-requisites, majors only, etc.):
HTMT 352 or permission of the instructor

Cross-listing, if any (submit approval from relevant department):

Is this course repeatable? □ yes X □ no If yes, how many total credit hours may the student earn? ___

Is there an activity, lab, or other fee associated with this course? □ yes X □ no 
Note: All fees require approval from the Board of Trustees.
If this is a newly-created course, is it intended to be the equivalent of an existing course? □ yes  X □ no
If so, which course? __________________ Note: You must deactivate the course by submitting an additional Course Form.

G. COSTS. List all of the new costs or cost savings (including new faculty/staff requests, library, equipment, etc.) associated with your request.

No additional costs. The course will be taught by an existing faculty member as a part of his normal load.

H. STUDENT LEARNING OUTCOMES AND ASSESSMENT.

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will students know and be able to do when they complete the course?</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
</tr>
<tr>
<td>1. Improve each student’s ability to negotiate effectively</td>
<td>Role plays, exercises, and projects starting from the relatively simple and increasing in complexities. Assessed through self-analysis, peer review, and graded assignments.</td>
</tr>
<tr>
<td>2. Improve each student’s ability to analyze negotiation situations and others’ behaviors, evaluate alternatives, and apply the most appropriate tactics</td>
<td>Readings and debriefs of weekly exercises, role plays and projects lead by professor.</td>
</tr>
<tr>
<td>3. Each student will gain a greater understanding of their strengths and weakness as a negotiator</td>
<td>Peer review, faculty feedback to graded assignments, as well as self analysis using instruments such as the Thomas-Kilman Conflict Mode Instrument</td>
</tr>
<tr>
<td>4. Further each student’s intellectual, creative, ethical and social development</td>
<td>Students will receive feedback on their positions taken in exercises, role plays and projects designed to challenge their intellectual, creative, ethical and social development. Source of feedback: Peers, faculty debrief, and graded assignments.</td>
</tr>
</tbody>
</table>
How does this course align with the student learning outcomes articulated for the major, program, or general education? What program-level outcome or outcomes does it support? Is the content or skill introduced, reinforced, or demonstrated in this course?

This course is consistent with the mission statement of the Department of Hospitality and Tourism Management where students develop their problem solving and entrepreneurial abilities in an ethical way. Furthermore, it addresses related learning goals of the School of Business, which are:

- **Communication Skills**: Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.
- **Quantitative Fluency**: Students will demonstrate competency in logical reasoning and data analysis skills.
- **Global And Civic Responsibility**: Students will be able to identify and define social, ethical, environmental, and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in addressing these issues.
- **Intellectual Innovation and Creativity**: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.
- **Synthesis**: Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

The course also addresses many of the core values of the College of Charleston, which are to further students’ “intellectual, creative, ethical and social development” through a broad range of case studies and role plays that are drawn from Charleston, the lowcountry, and world.

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**I. PROGRAM CHANGES.** Will this course be added to the existing degree requirements or list of approved electives of a major, minor, or concentration? If so, please explain briefly and attach a Change Minor or Change Major/Program Form as appropriate.

Yes, this course will be added as an upper division elective for the HTM major, concentration, and minor.

**J. CHECKLIST.**

- [ ] I have completed all relevant parts of the form.
- [ ] I have attached a cover letter that describes my request and lists all the documents I am submitting.
- [ ] (For new courses only) I have attached a syllabus.
- [ ] (For courses used in any way by other departments, including cross-listing) I have attached an acknowledgement from the relevant department.
- [ ] (For courses intended to fulfill a Gen Ed requirement) I have submitted the proposal to the Gen Ed committee.
K. APPROVAL AND SIGNATURES.

1. Signature of Department Chair or Program Director:

   [Signature]
   Date: 6/3/12

2. Signature of Academic Dean:

   [Signature]
   Date: 11/15/12

3. Signature of Provost:

   [Signature]
   Date: 2/14/13

4. Signature of Curriculum Committee Chair:

   [Signature]
   Date:

5. Signature of Faculty Senate Secretary:

   [Signature]
   Date:

   Date Approved by Faculty Senate: __________________________
General Education Requirements

A minimum of 122 credit hours is required for graduation.

<table>
<thead>
<tr>
<th>ENGLISH</th>
<th>ENGL 110</th>
<th>ENGL 110</th>
<th>ENGL 110</th>
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<tbody>
<tr>
<td>ENGL 110 is required unless credit is awarded for AP, IB and/or Transfer English credit.</td>
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<tr>
<td>Students with credit for English 101 &amp; 102 (6 hrs) satisfy the General Education requirement for English.</td>
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<tr>
<td>Students with English 101 credit (3 hrs) must complete English 110 (4 hrs) or 215 (3 hrs).</td>
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<tr>
<td>Students with English 102 credit (3 hrs) must complete English 110 (4 hrs) or 215 (3 hrs).</td>
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<table>
<thead>
<tr>
<th>HISTORY</th>
<th>Pre-Modern History</th>
<th>Modern History</th>
<th>Pre-Modern History</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Six semester hours): Complete one course in pre-modern history and one course in modern history from the list of approved courses satisfying the history requirement. The two courses do not have to be taken from the same department or in sequence.</td>
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<tr>
<td>For a complete listing of approved courses, please consult your degree audit or visit: <a href="http://advising.cofc.edu/pdf/history-requirement.pdf">http://advising.cofc.edu/pdf/history-requirement.pdf</a></td>
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<table>
<thead>
<tr>
<th>NATURAL SCIENCE</th>
<th>Lecture:</th>
<th>Lecture:</th>
<th>Lecture:</th>
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<tbody>
<tr>
<td>Lab:</td>
<td>Lab:</td>
<td>Lab:</td>
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<tr>
<td>Eight semester hours (of which two semester hours must be earned in the accompanying laboratories): an introductory or higher sequence from one of the following: Astronomy (ASTR), Biology (BIOL), Chemistry (CHEM), Geology (GEOL), Physics (PHYS)</td>
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<table>
<thead>
<tr>
<th>MATHEMATICS/LOGIC</th>
<th>MATH 104/250</th>
<th>MATH 105/120</th>
<th>MATH 104/250</th>
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</thead>
<tbody>
<tr>
<td>Six semester hours of approved courses in mathematics or logic, in any combination.</td>
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<tr>
<td>For a complete listing of approved courses, please consult your degree audit or visit: <a href="http://advising.cofc.edu/pdf/math-logic-requirement.pdf">http://advising.cofc.edu/pdf/math-logic-requirement.pdf</a></td>
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<table>
<thead>
<tr>
<th>FOREIGN LANGUAGE</th>
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<tbody>
<tr>
<td>Satisfactory completion of the 202 level or its equivalent from one of the following: ARBC, CHNS, FREN, GREK, GRMN, HBRW, HNDI, ITAL, JPN, LATN, PORT, RUSS, or SPAN. (Native speakers of languages other than English may be exempt from further language study, contact the School of Languages, Cultures and World Affairs.)</td>
</tr>
<tr>
<td>Course level depends on placement. If you are beginning a new language, start with the 101 level.</td>
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<table>
<thead>
<tr>
<th>HUMANITIES</th>
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</thead>
<tbody>
<tr>
<td>Twelve semester hours from the approved Humanities areas with no more than six semester hours in any one of the areas (except interdisciplinary HONS). For a complete listing of approved courses, please consult your degree audit or visit: <a href="http://advising.cofc.edu/pdf/humanities.pdf">http://advising.cofc.edu/pdf/humanities.pdf</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SOCIAL SCIENCES</th>
<th>ECON 200</th>
<th>ECON 201</th>
</tr>
</thead>
<tbody>
<tr>
<td>Six semester hours from one or two of the approved social science areas. For a complete listing of approved courses, please consult your degree audit or visit: <a href="http://advising.cofc.edu/pdf/social-sciences.pdf">http://advising.cofc.edu/pdf/social-sciences.pdf</a></td>
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<table>
<thead>
<tr>
<th>FIRST-YEAR EXPERIENCE</th>
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</thead>
<tbody>
<tr>
<td>All entering students with less than one year of college experience are required to complete a First-Year Experience (First-Year Seminar (FSYM), a Learning Community (LC), or an Honors College First-Year Experience course) within their first three consecutive academic terms.</td>
</tr>
<tr>
<td>For a complete listing of approved courses, please visit: <a href="http://www.cofc.edu/fye">www.cofc.edu/fye</a></td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>GENERAL ELECTIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Required hours will vary for each student.</td>
</tr>
</tbody>
</table>
---Requirements for B.S. Hospitality and Tourism Management (54 Hours)---
You must achieve a minimum cumulative GPA of 2.00 in major area courses:

<table>
<thead>
<tr>
<th>CORE COURSES (42 HRS):</th>
<th>Credits</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 203 Financial Accounting</td>
<td>(3)</td>
<td></td>
</tr>
<tr>
<td>ACCT 204 Managerial Accounting</td>
<td>(3)</td>
<td></td>
</tr>
<tr>
<td>BLAW 205 Legal Environment of Business</td>
<td>(3)</td>
<td></td>
</tr>
<tr>
<td>DSCI 232 Business Statistics</td>
<td>(3)</td>
<td></td>
</tr>
<tr>
<td>DSCI 320 Management Information Systems</td>
<td>(3)</td>
<td></td>
</tr>
<tr>
<td>ECON 200 Principles of Microeconomics</td>
<td>(3)</td>
<td></td>
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<td>(3)</td>
<td></td>
</tr>
<tr>
<td>FINC 303 Business Finance</td>
<td>(3)</td>
<td></td>
</tr>
<tr>
<td>HTMT 210 Principles &amp; Practices in Hospitality &amp; Tourism</td>
<td>(3)</td>
<td></td>
</tr>
<tr>
<td>HTMT 352 Service Operations Manager</td>
<td>(3)</td>
<td></td>
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<tr>
<td>HTMT 444 Hospitality Management Internship</td>
<td>(3)</td>
<td></td>
</tr>
<tr>
<td>HTMT 498 Strategic Hospitality and Tourism Management</td>
<td>(3)</td>
<td></td>
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<tr>
<td>MGMT 301 Management and Organizational Behavior</td>
<td>(3)</td>
<td></td>
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<tr>
<td>MKTG 302 Marketing Concepts</td>
<td>(3)</td>
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</tbody>
</table>

**ELECTIVE (12 HRS):** Choose four

<table>
<thead>
<tr>
<th>Courses</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTMT 350 Hospitality and Tourism Marketing</td>
<td>HTMT 362 Events Management</td>
</tr>
<tr>
<td>HTMT 351 Hotel and Resort Management</td>
<td>HTMT 370 Foodservice Ent Design/Development</td>
</tr>
<tr>
<td>HTMT 353 Hospitality Sales and Negotiations</td>
<td>HTMT 372 Foodservice Operations Analysis</td>
</tr>
<tr>
<td>HTMT 361 Meeting and Conventions Management</td>
<td>HTMT 3xx/4xx Any other upper-level HTMT courses</td>
</tr>
</tbody>
</table>

*only one of these courses can be used as an upper-level elective

| Elective | (3) |  |
| Elective | (3) |  |
| Elective | (3) |  |
| Elective | (3) |  |

**NOTES:**

The School of Business has the following admission standard:

You must complete the following courses with a minimum grade of "C-": ECON 200, 201, MATH 104 or 250, 105 or 120, DSCI 232, *ACCT 203, 204

*ACCT 203, 204 are not required for ECON majors.

The business and accounting programs offered by the School of Business is accredited by AACSB - The Association to Advance Collegiate Schools of Business.

*Updated May 2011. Subject to change without notice.*
HTMT 360: Negotiations: Principles and Practices
Department of Hospitality & Tourism Management
School of Business, College of Charleston
Spring 2012

Class Time and Place:
Wednesdays, 4:00-6:45PM, Room 101 Education Center

Instructor: John C. Crotts, Ph. D.
Office: 329 Beatty Center
CrottsJohn@gmail.com, Tel: 953-6916, Cell: 860-4323

Office Hours:
Tuesday and Thursdays, 12:30-1:30, Wednesday 12:00-4:00 or by appointment

Course Description
The objective of this course is learn an effective negotiation framework for doing business in a hospitality/tourism management context. The framework considers how bargainer characteristics and situational factors influence negotiation processes which, in turn, impact negotiation outcomes. The intent is to experientially develop one's negotiation skills. Emphasis will be placed on negotiation case studies, exercises, and role-plays.

Pre-Requisites: Junior Standing, Recommended: HTMT 352 or HTMT 353

Course Objectives
- Improve your ability to negotiate effectively
- Improve your ability to analyze negotiation situations and others' behaviors, evaluate alternatives, and apply the most appropriate tactics
- Gain a greater understanding of yourself, your strengths and weakness as a negotiator
- Gain confidence as a negotiator

This course is consistent with the mission statement of the Department of Hospitality and Tourism Management where students develop their problem solving and entrepreneurial abilities in an ethical way. Furthermore, it addresses related learning goals of the School of Business, which are:

- Communication Skills: Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.
- Quantitative Fluency: Students will demonstrate competency in logical reasoning and data analysis skills.
- Global And Civic Responsibility: Students will be able to identify and define social, ethical, environmental, and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in addressing these issues.
- Intellectual Innovation and Creativity: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.
- Synthesis: Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

The course also addresses many of the core values of the College of Charleston, which are to further students' “intellectual, creative, ethical and social development” through a broad range of case studies and role plays that are drawn from Charleston, the lowcountry, and world.
Classes will include the following elements:

- Lectures and video case studies providing analytical frameworks in which to view negotiations.
- Class discussion of weekly readings designed as reference tools and to provoke ideas/discussions.
- Case Studies, In-Class Exercises, and Role Plays drawn from published sources or authored by instructor. We will start with simple negotiation exercises and rapidly progress to more complex ones.

Required Readings:

- Selected readings on OAKS

No Electronic Device Policy

A mutually supportive learning environment depends on active attention and engagement. For this reason, no use of laptops, phones, or any electronic devices are allowed during classroom sessions. The value of any legitimate use of laptops etc. is far outweighed by the distraction that they create. Your grade will be reduced by 2 points for every time you use an electronic device during class time.

Participation

You are expected to participate in all class discussions and negotiation exercises as they are a central component of the course. Learning in this class relies as much on your participation as it does on learning from the readings and professor’s knowledge. This means no unexcused absences from class or not being prepared for the exercise. Expect to be called upon in class to lead the discussion on an assigned reading and for your relevant insights and comments on the issue being discussed.

Grades

- Effectiveness analysis of case studies (5 points each) 20
- BATNA exercise 10
- Book reports (10 points each) 20
- Real world negotiations paper 10
- Semester project –Part 1 10
- Semester project –Part 2 10
- Participation in class 10
- Final Exam 10

100 total points

Grades

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Academic Integrity

The College of Charleston’s Student Honor Code is in effect in this course. Any student caught cheating will receive a failing grade in the course and additional appropriate action will be taken. Cheating includes copying someone else's work in the exams, cases, and assignments. It includes using notes and other aides during exams, using someone else's ideas without referencing them, turning in an assignment for this class that was turned in whole or part for another class. Cheating also includes students that allow their work to be copied or who do work for another individual. If you are unclear about what is considered cheating what is not considered cheating, please see the instructor.
Class Outline
(subject to change through the faculty discretion)

January
11 Course expectations, Creating and claiming value in bargaining and negotiations
   Reading: Learning to negotiate
   Yerba Mate Case
18 BATNAs, ZOPAs and price negotiations
   Reading: Negotiating without a net
   Gas station game
25 BATNAs, ZOPAs and price negotiations
   Turn in BATNA exercise
   Reading: The heart and mind of the negotiator (chapters 2-3)
   The Grand Strand Case
   Exercise: Identifying unmet interests

February
1 Framework for understanding negotiations
   Turn in critique of The Art of Woo
   Exercise: Negotiating a Tenant-Landlord Agreement
8 Distributive & Integrative approaches to negotiations
   Reading: The heart and mind of the negotiator (chapters 4)
   Stanford guide to negotiating: Negotiating a lease of a baseball stadium with a team owner
   Exercises: At Your Service
   Negotiating a Strained Partnership
15 Assessing your Strengths and Weaknesses as a Negotiator
   Exercise: Salary negotiations
   Luna Pen Case
   Turn in critique of Getting Past No
22 Distributive & Integrative approaches to negotiations
   Exercise: Fastskins
29 Part 1 of Semester Project: CCL vs SCPA Case
   Turn in Part 1 of Semester Project
   Introduction to Part 2
   Exercise: The Kidney Case

March
3-11 Spring Break
14 Negotiating Public-Private Interests
   Exercise: The Development of Greenville, SC’s Falls Park on Reedy River
   Guest Speaker: Mayor Knox White
21 Resolving complex business disputes
   Thomas-Kilman Conflict Mode Instrument
   Exercise 1: Campus Apartment
   Exercise 2: Amanda Project
   Video Case: Mediation in action: Kellogg School of Management
28 Part 2 of Semester Project: CCL vs SCPA Case
   Guest Mediator: Dennis O’Neill, J.D.

April
4 Ethics
   Reading: Negotiating with liars
   Exercise 1: Negotiated Give and Take between Convention Centers and Meeting Planners
   Exercise 2: Bullard House
11 Turn in and be prepared to discuss your Real World Negotiations paper
   Exercise: Negotiating a salary
18 Class warp up, review of final exam
Effectiveness analysis of case studies
Prior to the end of class on selected days, you will be asked to analyze the process and the outcome of the negotiation exercise in class that day. This brief one-page analysis should not be a summary of what happened (i.e., no play by play retelling). Rather, it should reflect what you have learned from the negotiation in which you have participated, and framed in concepts and language of the negotiation readings/lectures. Again, be brief in your analysis. However, I will be looking for:

- Self-analysis: What tactics and strategies did you use in your negotiations (be specific) and which were effective and ineffective? Why? (arguably the most important part of the analysis). How did your process and outcomes compare with the various readings on negotiations?
- Personal insights: What did you learn from the exercise about yourself and others, and what will you do differently next time?

Book Reviews (2)
Write a two to three paper critique for each of the following books: Getting Past No and the Art of Woo. Include in your critique the central thesis of the book, its strategies and tactics, as well as your opinions on the approach.

Real world negotiation
You are asked to plan and execute a negotiation this semester for something of personal value to you and report your strategy/tactics and why they were effective or ineffective in a three-page paper. You can negotiate anything you like—salary with a potential employer, time off from your job etc. Your paper will be graded on the depth of the analysis, self-insights, and the application of concepts learned in class. Be sure to select a negotiations that will allow for both depth of analysis as well as personal insights. The paper should not include a play by play of the actual negotiation. A one or two sentence description of what was being negotiated will suffice.

Semester Project
Tourism development can often raise disputes between community stakeholders. A perfect illustration of such a dispute is the dispute over origination cruises from the Port of Charleston and the location of the cruise ship passenger terminal. In part 1 of the semester project, choose either the pro (SC State Port Association) or con (Coastal Conservation League, Preservation Society) side of the dispute. Drawing exclusively from news articles, editorials, and letters to the editors from the Post & Courier (http://archives.postandcourier.com.nuncio.cofc.edu/), frame your party’s position in the dispute from an appropriate negotiation framework. Two frameworks that will be appropriate I ask you to select from can be found on Oaks readings list. They are:


Your three-page paper will be due Week 8 of the class. It will be graded on the depth of the analysis and the application of concepts learned in one of the reserved readings.