FALL 2020
Bachelor of Science in Resort and Attraction Management
Bowling Green State University

BG PERSPECTIVE (BGP) REQUIREMENTS

Course | Credits
--- | ---
Must complete at least 1 course in each of the following:

- English Composition and Oral Communication
- Quantitative Literacy

Must complete at least 2 courses in each of the following:

- Humanities and the Arts
- Natural Sciences
- Social and Behavioral Sciences

Complete total required BGP credit hours by selecting courses from any of the above categories:

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
</table>

UNIVERSITY REQUIREMENTS

Note: Designated courses in the Humanities and the Arts, and the Social and Behavioral Sciences domains may be used to fulfill both the BGP requirement and one of the following university requirements:

- Cultural Diversity in the US
- International Perspective

Composition Requirement:
- GSW 1120 Academic Writing

Total BGP Credits: Must be at least 36

University Electives (to reach a total of at least 122 credit hours):

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
</table>

Math Requirements

- Math 1150 Introduction to Statistics
- Math 1220 College Algebra II

Admission Requirements*

- ECON 2020 or ECON 2030

*can also apply towards BGP requirements

Major Requirements (62 Hrs.)

First cohort session

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
</table>

Second cohort session

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
</table>

Third cohort session

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
</table>

Fourth cohort session

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
</table>

Required Co-Op Experiences (3 Courses)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
</table>

Hrs. Total BGP Credits: Must be at least 36
Bachelor of Science in Resort and Attraction Management

The Bachelor of Science in Resort and Attraction Management (RAAM) is a degree-completion program designed to meet the growing demand for professionals in the service industry. Students will matriculate through the courses in a lock-step cohort, 2+2 sequenced program requiring the completion of 62 credit hours including an online introductory course, operational management core courses, strategic management core courses, four professional development experience workshops, a senior capstone course and two cooperative education experiences.

Program Vision
To be recognized as an elite academic institution, capitalizing on corporate and community partnerships, to prepare students to be successful leaders in the resort and attraction industry by delivering an applied and immersive learning experience within an integrated curriculum dedicated to academics, industry engagement, and professional career development.

Program Goal
The goal of the proposed RAAM program is to provide prospective resort and theme park attraction managers with the knowledge, skills, and aptitude needed to successfully lead organizations within the resort and attraction industry. The RAAM curriculum will be designed, delivered, and continuously enhanced through a partnership between academics and practitioners, thus capitalizing on opportunities for industry engagement and contributing to student success.

Program Purpose
The purpose of the RAAM program is to assist current resort and attraction employees with educational opportunities to enhance their career and offer a unique educational opportunity for prospective students considering a career as managers in the resort and attraction industry:

- Assist students in finding successful careers in resort and attraction related positions by providing a strong foundation in operational and strategic management skills.
- Provide applied learning experiences as part of the curriculum where students use concepts, theories, tools, and knowledge in a “real world” setting while receiving feedback from practitioners as well as the instructor, as part of regular coursework.
- Offer immersive learning experiences outside the classroom where students are engaged in activities pertaining to “real world” situations that challenge their critical thinking skills, problem solving abilities, and creativity.
- Enhance the business acumen of students by providing a fundamental knowledge in revenue management, cost control mechanisms, technological awareness, communication skills, and ethics as it relates to the service industry.
- Develop the personal and professional skills required for a career in the service industry including leadership, teamwork, integrity, adaptability, written and oral communication, business etiquette, and customer service.
- Prepare students for the challenges of leading, managing, recruiting, selecting, training, compensating, coaching, and motivating an increasingly diverse, competitive and global workforce.
- Meet the constantly evolving educational needs of individual participants and employers and the increasingly complex challenges and escalating changes and demands in a service-based industry.
Admission Requirements
Admission is limited to the number of students that can be accommodated within the cohort. Following admission to the University, students will have to file a separate application with the RAAM program. Criteria regarding the program admission requirements are available upon request or on the RAAM website. Entrance into the degree program will require an associate’s degree or students must be at a junior standing for this upper level bachelor program. Prior to enrollment, students must complete GSW 1120, MATH 1150, MATH 1220, and ECON 2020 or ECON 2030. All students will be required to have a co-op experience at Cedar Fair/Cedar Point or acceptable equivalent during the summer before classes begin for the fall cohort as well as a co-op experience the following summer.

Program Progression
Following program admission, students will be expected to meet the following standards to progress:

- Successfully complete both co-op experiences
- Maintain a GPA of 2.5 or higher
- Pass the senior capstone class with a “C” or higher

Program Requirements
All RAAM students will take courses in a lock-step cohort progression:

Summer Session I
RAAM 3000 Introduction to Resort and Attraction Management
RAAM 3050 Introductory Co-operative Experience in Resort and Attraction Management

First Cohort Session
RAAM 3100 Managerial Accounting and Finance for Resorts and Attractions
RAAM 3200 Management Information Systems for Resorts and Attractions
RAAM 3300 Guest Service Management for Resorts and Attractions
RAAM 3400 Merchandise and Gaming Management for Resorts and Attractions
RAAM 3410 Professional Development Experience I

Second Cohort Session
RAAM 3420 Professional Development Experience II
RAAM 3500 Food and Beverage Operations for Resorts and Attractions
RAAM 3600 Marketing Management, Advertising and Social Media for Resorts and Attractions
RAAM 3700 Entertainment and Event Management for Resorts and Attractions
RAAM 3800 Lodging Operations for Resorts and Attractions

Summer Session II
RAAM 4050 Advanced Co-operative Experience in Resort and Attraction Management

Third Cohort Session
RAAM 4000 Legal Environment of Resorts and Attractions
RAAM 4100 Managerial Communication and Decision Making for Resorts and Attractions
RAAM 4200 Leadership and Strategic Management for Resorts and Attractions
RAAM 4300 Facilities and Property Management for Resorts and Attractions
RAAM 4410 Professional Development Experience III
Fourth Cohort Session
RAAM 4420  Professional Development Experience IV
RAAM 4500  Senior Capstone I: A Problem Solving Field Study and Presentation
RAAM 4600  Human Resources Management for Resorts and Attractions
RAAM 4700  Risk Management and Safety for Resorts and Attractions
RAAM 4800  Operational Planning and Supply Chain Management for Resorts and Attractions
RAAM 4900  Senior Capstone II: A Problem Solving Field Study and Presentation

Student Learning Outcomes
Upon completion of the baccalaureate degree, students in Resort and Attraction Management are expected to:

SLO1. Solve problems and enhance operations related to the resort and attraction industry (e.g., lodging, restaurants, attractions, events, and tourism) by applying knowledge gained from the broad core of business concepts that affects these organizations.

SLO2. Assess complex problems facing employers and customers and find ways to improve key functions through evaluating data collection and potential solutions.

SLO3. Utilize analytical and critical thinking skills needed by mid-level and senior managers.

SLO4. Develop solutions by generating new ideas, designing products, leading projects and looking for new ways to collaborate strategically and build long lasting business partnerships.

SLO5. Demonstrate the interpersonal skills necessary to be effective in managerial interactions with customers, subordinates, co-workers, team members, boards, competitors, shareholders, and other internal and external constituents.

SLO6. Analyze the ethical and societal dimensions of managerial decisions and the connection between ethical managerial conduct and shareholder-wealth maximization that supports both the business and community at large.

Our students will strive to be PEERS

Proud – You view your work as very important, both in the classroom and in your profession, by dedicating yourself to enhancing the experience of others around you through self-respect, self-confidence, and continuous self-improvement.

Energetic – Your enthusiasm and positivity is contagious as you actively look to improve others through leadership, motivation, creative thinking, and strategic decision making.

Extroverted – You are very social, outgoing, people-oriented, and can favorably impress others with your dynamic personality and ability to be perceptive, anticipating and proactively solving problems even before they happen.

Responsible – You are trustworthy because you make no excuses, take ownership of a problem, manage your time well and always give a high quality effort by relying on your good judgement, organization, and ethics to make rational decisions.

Service-Oriented – You put the needs of others before your needs by being considerate, cooperative, and helpful communicating effectively to make any interactions you have with other people a memorable and enjoyable experience.