

The book for the year-long project is:

Barringer, B. R. (2015). *Preparing effective business plans: An entrepreneurial approach*.
Prentice Hall. 288 pp.

To facilitate your success on the project, specific class sessions have been set aside to work on the project. We have also incorporated a preliminary assessment (first screen) to ensure that you are on track. The specifics are highlighted in the table below:

Date	
August 25	Introduction to the year-long project
September 15	In-class project workshop
October 13	First screen due
October 20	In-class project workshop
December 8	Initial project presentations

In NRRT679A-001, the faculty who teach the MTM courses will grade the projects. This is a year-long effort, however, and refinements to your project will continue into NRRT679B-001. MTM faculty will also grade the projects in NRRT679B-001. In NRRT679B, however, students may elect to participate in a “Shark Tank” competition and present their plan to MTM Board members. The top 5 business plans (as judged by the MTM faculty) will be eligible to compete in the Shark Tank competition, judged by MTM advisory board members. The top 2 groups chosen by the advisory board will receive cash awards of \$1,500 and \$500, respectively.

Additional details on the final project will be presented in class.

Evaluation: Assessment is based on attendance and assignments.

Grading Summary	% of Grade	Total Points
Attendance	20	40
First screen	30	60
Presentation of the project	50	100
Total	100%	200

Grade	Percent	Points
A	100 – 90%	200 – 180
B	89 – 80%	179 – 160
C	79 – 70%	159 – 140
D	69 – 60	139 – 120
F	< 60%	< 120

Canvas will be used to post announcements, schedule changes, upload assignments, and list resources for the industry and tourism.

Schedule:1st 8-week Session Schedule

Week	Date	Topic
Week 0	Aug. 20	Steve Hood Senior VP of Research - Smith Travel Research
Week 1	Aug. 25	Introduction to the seminar series and the final project
Week 2	Sept. 1	Lori Juszak Owner –Ft. Collins Historic Tours Meet at Old Town Square (By the fountain)
Week 3	Sept. 8	Ken Mitchell Owner – Mosaic Realty
Week 4	Sept. 15	<i>Workshop for project</i>
Week 5	Sept. 22	Mark Gasta Executive VP, Vail Associates
Week 6	Sept. 29 Oct. 1 - 2	No Class Trip to Estes Park Visit Estes – Leadership team ROMO – Dave Pettebone YMCA of the Rockies – Emily Herman The Stanley Hotel – David Ciani
Week 7	Oct. 6	Daren Cole General Manager – Moab Under Canvas
Week 8	Oct. 13	Beth Armstrong Field Conservation Coordinator - Brevard Zoo First Screen Due

2nd 8-week Session Schedule

Week	Date	Topic
Week 1	Oct. 20	<i>Workshop for project</i>
Week 2	Oct. 27	Al White Senior Advisor – Office of Economic Development and International Trade (OEDIT) Ex-Director – Colorado Tourism Office
Week 3	Nov. 3	Laura Fryer Director of Wholesale Marketing – Smart Wool
Week 4	Nov. 10	Michael Berry President – National Ski Area Association
Week 5	Nov. 17	Ingrid Malmberg Director of Membership – Outdoor Industry Association
Week 6	Dec. 1	Wendy Rose Career Services, Warner College of Natural Resources, CSU
Week 7	Dec. 8	<i>Project presentations</i>
Week 8	Dec. 16	No Class
