CTIN 457 Themed Entertainment Business Operations
2 Units
Fall 2024, Tuesdays 5pm - 6:50pm PT

Location: SCIL 114

Instructors: Justin Brooks
Office Hours: Office hours will be made available on an as-needed basis. Students shall email instructor(s) to set up time for a virtual or in-person meeting.
Contact Info: Instructor(s) can be contacted via email. Please allow one full business day for a response.
- [Justin Brooks](): jabrooks@usc.edu

Course Description
This course is designed to help students comprehend themed entertainment from an overall business perspective, focusing on topics such as understanding the considerations needs of business partners, the fundamentals of executing a themed entertainment project, and the factors most affecting themed entertainment project delivery and venue operations. Students will:
- Build an understanding of themed entertainment operators' business models and considerations when funding and operating new attractions.
- Be introduced to project management principles and develop an understanding of themed entertainment project life cycles that integrate an appreciation for operators' business needs.
- Build understanding of the common project processes, issues, and general environment that early-career themed entertainment professionals should expect to encounter.

Learning Objectives
<u>Themed Entertainment Business Operations</u>
- ☐ Demonstrate comprehension of the major lines of business and departments required to operate a themed entertainment business.
- ☐ Describe the major cost and revenue drivers of themed entertainment venues and projects.
- ☐ Understand the factors that a themed entertainment business may consider when funding new attractions and experiences and how factors positively and negatively correlate with each other.

<u>Themed Entertainment Project Management</u>
- ☐ Understand the basic roles and functions of a themed entertainment project and how those roles interact throughout the project lifecycle.
- ☐ Demonstrate comprehension of themed entertainment project analysis at key phases.
- ☐ Describe how scope, quality, risk, budget, and schedule are interrelated and controlled using project management techniques.

Recommended Preparation: Students should have general awareness of themed entertainment products/venues and their constituent parts, from a consumer or designer perspective.

Course Format
The weekly course will be driven by three main content areas:
- Lectures: delivered by instructors detailing that week's topics via presentation slides.
- Guest Presentations: presented by subject matter experts working in business management, marketing, or project delivery within themed entertainment.
- Discussion: open dialogue amongst students, instructors, and guest presenters on the assigned readings, lectures, and presentations.

Required Readings and Supplementary Materials
Required course readings will be provided to students in PDF format via email or course website at the time they are assigned.

Assignments

Weekly Written Executive Summaries

In your professional life as an themed entertainment project team member you'll be responsible for sharing complex information such as project status updates to audiences with low familiarity of your work or the project. To prepare you for this aspect of business communication, you will be assigned weekly written exercises in the form of executive summaries.

Information will be presented in class in the form of lectures by instructors, guest speakers, and student live discussion. Each student will individually capture the highlights of the discussion, complete with any contextual or complementary information (eg: in the form of links to more detailed notes, external websites, or similar), and submit them as emailed executive summaries to the course instructors. The goal of these weekly assignments is to build students' ability to comprehensively yet succinctly communicate complex location-based entertainment subject matter.

Weekly executive summaries shall be submitted by 7pm PST the day following class. See late policy section for further details.

> Requirements:
> - **Content**: a written executive summary distilling and summarizing the most important content shared or discussed in class. Each submission must include links to student's long-form notes. Students are strongly encouraged to provide links to external websites, and other supplementary content where appropriate.
> - **Format**: email should include proper subject line and message body sent to both course instructors from the student's USC email address.
> - **Due Date**: weekly at 11:59pm PST the day following class (eg: for a class that meets on Tuesday September 5, the executive summary shall be sent on or before 11:59pm PST on Wednesday September 6)

Readings and Written Executive Summaries

Additionally, there will be a number of outside readings assigned; these will take the form of economic impact reports, themed entertainment investment prospectuses, financial reports from themed entertainment operators, and/or other articles of interest.

These are advanced readings that will require study and additional research to fully understand. Students will be asked to individually develop an executive summary of the information, including their own brief discussion on the material.

Readings will be assigned during regular class meetings on Tuesday evenings and executive summaries shall be due the following Monday evening at 7pm PST. See late policy section for further details.

<u>Requirements:</u>
- **Content**: a written executive summary distilling and summarizing the most important content within the assigned reading. Students are strongly encouraged to provide links to external websites, and other supplementary content where appropriate.
- **Format**: email that includes proper subject line and message body sent to both course instructors from the student's USC email address.
- **Due Date**: weekly at 7pm PST on the following Monday (eg: for a reading assigned on Tuesday September 5, students shall submit on or before Monday September 11th at 7pm PST)

Late Policy

Assignments (notes and reading summaries) submitted after their respective deadline shall receive points based on the following schedule:
- On or before due date/time: full credit
- Up to 24 hours after due date/time: half credit
- After 24 hours: No credit

For sake of clarity, note that midterm and final due dates/times are fixed, and any late submissions will receive no credit.

Participation
In-class participation is expected of each student and can take the form of questions for the lecturers or guest speakers and/or active contribution to the discussions at hand during every class period. In addition, for the group presentations, it will be expected that each student delivers an approximately equal portion of the information to the class. Participation will be worth 10% of the total class grade.

The point of participation is to gain familiarity with real life workplace situations where each person's positive contribution plays an important role in a themed entertainment project. Exchange of information is fundamental to delivering the desired outcome and everyone's constructive ideas and opinions are encouraged and welcomed. Participation will be graded on the basis of:
- *Always Positively Participates*: 100 points (full credit)
- *Almost Always Positively Participates*: 90 points
- *Sometimes Positively Participates*: 80 points
- *Never Participates or Participates Unproductively/Unprofessionally*: 0 - 50 pts

Grading Breakdown

Assessment	Points	% of Grade
Weekly Written Executive Summaries	150	15%
Readings and Written Executive Summaries	200	20%
Class Participation	200	20%
Midterm Project	200	20%
Final Project	250	25%
TOTAL	***1,000***	***100%***

Lowest Assignment Grade Dropped

The single lowest graded assignment (either notes summary or reading summary, but not both) will be dropped and not counted toward your final grade. For example: *a student doesn't turn in an assignment worth 15 points and it is then dropped at the end of the semester. This student's final grade would be calculated out of a total of 985 points.*

Grading Scale

Letter grade	Corresponding percentage range
A	95-100
A-	90-94
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	59 and below

Assignment Submission Policy

Written assignments shall be submitted before their respective due dates to course instructors via email or class website as indicated by the instructors, should have a descriptive subject line (must include "CTIN 457") and must be submitted from the student's USC email address.

Grading Timeline

Written assignments will receive grading and feedback within a week of submission. Midterm projects will receive grading and feedback within two weeks of submission/presentation and final projects grades will be posted per the university calendar. Students may inquire as to their participation scores with instructors after class, during office hours, or via email.

Attendance

While university policy provides that no portion of the grade may be awarded for class attendance, the course information will be provided solely via live, in-person lecture and guest speakers, and that information will be required to complete graded homework assignments, projects, and exams. Accommodations will be given as needed to students that miss class for a religious holiday, university athletics, or other University-recognized absence if <u>communicated to instructors in advance</u>. No accommodation will be given to students that forgo advanced communication with instructors for foreseeable absences. For any documented personal or family emergencies, please discuss with course instructors as soon as reasonably possible.

Classroom norms

The classroom will be a place for active learning; students will be expected to actively engage with course material and guest presenters by asking clarifying questions and thoughtfully contributing to the overall discussion with instructors, guests, and each other.

Instructors' Right to Amend Syllabus

Instructors reserve the right to amend this syllabus, including content, assessments, assignments, and point distributions on an as-needed basis throughout the term. Students will be notified by email and/or an in-class announcement when revisions are made.

Artificial Intelligence (AI) Attribution

Generative AI is a fast evolving technology that is already being used in the themed entertainment industry. The norms around use of AI and disclosing said use is in its infancy. For this course, AI tools should be considered just that, tools. However, given the academic context, and the evolving norms around disclosure, there will be specific attribution required when using AI tools.

Students are free to use artificial intelligence (AI) tools with the express caveat that they must disclose and attribute the use of said tools. Students using such tools must append a statement to any submitted assignment providing attribution: which submitted section(s) were developed using AI tools, the specific tool used, and the input and/or prompt provided to the AI tool.

Academic Integrity

The University of Southern California is foremost a learning community committed to fostering successful scholars and researchers dedicated to the pursuit of knowledge and the transmission of ideas. Academic misconduct is in contrast to the university's mission to educate students through a broad array of first-rank academic, professional, and extracurricular programs and includes any act of dishonesty in the submission of academic work (either in draft or final form).

This course will follow the expectations for academic integrity as stated in the USC Student Handbook. All students are expected to submit assignments that are original work and prepared specifically for the course/section in this academic term. You may not submit work written by others or "recycle" work prepared for other courses without obtaining written permission from the instructor(s). Students suspected of engaging in academic misconduct will be reported to the Office of Academic Integrity.

Other violations of academic misconduct include, but are not limited to, cheating, plagiarism, fabrication (e.g., falsifying data), knowingly assisting others in acts of academic dishonesty, and any act that gains or is intended to gain an unfair academic advantage.

The impact of academic dishonesty is far-reaching and is considered a serious offense against the university and could result in outcomes such as failure on the assignment, failure in the course, suspension, or even expulsion from the university.

For more information about academic integrity see the student handbook or the Office of Academic Integrity's website, and university policies on Research and Scholarship Misconduct.

Course Content Distribution and Synchronous Session Recordings Policies

USC has policies that prohibit recording and distribution of any synchronous and asynchronous course content outside of the learning environment.

Recording a university class without the express permission of the instructor and announcement to the class, or unless conducted pursuant to an Office of Student Accessibility Services (OSAS) accommodation. Recording can inhibit free discussion in the future, and thus infringe on the academic freedom of other students as well as the instructor. (Living our Unifying Values: The USC Student Handbook, page 13).

Distribution or use of notes, recordings, exams, or other intellectual property, based on university classes or lectures without the express permission of the instructor for purposes other than individual or group study.

This includes but is not limited to providing materials for distribution by services publishing course materials. This restriction on unauthorized use also applies to all information, which had been distributed to students or in any way had been displayed for use in relationship to the class, whether obtained in class, via email, on the internet, or via any other media. ([Living our Unifying Values: The USC Student Handbook](#), page 13).

Statement on Academic Conduct and Support Systems

Academic Integrity:
The University of Southern California is a learning community committed to developing successful scholars and researchers dedicated to the pursuit of knowledge and the dissemination of ideas. Academic misconduct, which includes any act of dishonesty in the production or submission of academic work, comprises the integrity of the person who commits the act and can impugn the perceived integrity of the entire university community. It stands in opposition to the university's mission to research, educate, and contribute productively to our community and the world.

All students are expected to submit assignments that represent their own original work, and that have been prepared specifically for the course or section for which they have been submitted. You may not submit work written by others or "recycle" work prepared for other courses without obtaining written permission from the instructor(s).

Other violations of academic integrity include, but are not limited to, cheating, plagiarism, fabrication (e.g., falsifying data), collusion, knowingly assisting others in acts of academic dishonesty, and any act that gains or is intended to gain an unfair academic advantage.

The impact of academic dishonesty is far-reaching and is considered a serious offense against the university. All incidences of academic misconduct will be reported to the Office of Academic Integrity and could result in outcomes such as failure on the assignment, failure in the course, suspension, or even expulsion from the university.

For more information about academic integrity see the student handbook or the Office of Academic Integrity's website, and university policies on Research and Scholarship Misconduct.

Please ask your instructor if you are unsure what constitutes unauthorized assistance on an exam or assignment, or what information requires citation and/or attribution.

Students and Disability Accommodations:

USC welcomes students with disabilities into all of the University's educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Support Systems:

Counseling and Mental Health - *(213) 740-9355 – 24/7 on call*
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

988 Suicide and Crisis Lifeline - *988 for both calls and text messages – 24/7 on call*
The 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline is comprised of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices. The new, shorter phone number makes it easier for people to remember and access mental health crisis services

(though the previous 1 (800) 273-8255 number will continue to function indefinitely) and represents a continued commitment to those in crisis.

Relationship and Sexual Violence Prevention Services (RSVP) - *(213) 740-9355(WELL) – 24/7 on call*
Free and confidential therapy services, workshops, and training for situations related to gender- and power-based harm (including sexual assault, intimate partner violence, and stalking).

Office for Equity, Equal Opportunity, and Title IX (EEO-TIX) - *(213) 740-5086*
Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

Reporting Incidents of Bias or Harassment - *(213) 740-5086 or (213) 821-8298*
Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

The Office of Student Accessibility Services (OSAS) - *(213) 740-0776*
OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

USC Campus Support and Intervention - *(213) 740-0411*
Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity, Equity and Inclusion - *(213) 740-2101*
Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - *UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call*
Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - *UPC: (213) 740-6000, HSC: (323) 442-1200 – 24/7 on call*
Non-emergency assistance or information.

Office of the Ombuds - *(213) 821-9556 (UPC) / (323-442-0382 (HSC)*
A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

Occupational Therapy Faculty Practice - *(323) 442-2850 or* otfp@med.usc.edu
Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.