



## COLLEGE of BUSINESS AND ECONOMICS

SCHOOL OF HOSPITALITY, FOOD  
AND TOURISM MANAGEMENT

# HTM\*1700 Food-Service Management F 2018 ½ Credit

## General Course Information

**Instructor:** Bruce McAdams

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website: [www.ugsrp.com](http://www.ugsrp.com)

*Office Location* Macs Room 204

*Office Hours* Monday 12-2

*Department/School* Hospitality, Food and Tourism Management

## TAs

Yutong Liang [yliang07@uoguelph.ca](mailto:yliang07@uoguelph.ca)

Office Hours 5:30-6:30 Monday MACS 200B

*Email*

*Office Location*

*Office Hours*

## Class Schedule:

Lecture: 7-8:50 pm LA 204

Seminars: Section 1 Tues 11:30-12:50 ROZH 107

Section 2 Tues 1:00-2:20 CRSC 403

Section 3 Thurs 11:30 – 12:50 ROZH107

Section 4 Thurs 1:00-2:20 CRSC 403

**Pre-requisites:** None

**Co-requisites:** None

## Course Description

This course provides the students with an introduction to the many facets and issues of the food-service industry. An overview of the scale, scope, and organization of the industry will be examined and critiqued. An emphasis will be placed on the development and management of resources.

## Course Learning Outcomes

Upon successfully completing this course you will be able to:

1. Demonstrate an ability to work effectively in teams, through the application of appropriate knowledge and skills designed to identify and respond to team issues and enhance team performance
2. Communicate effectively through written and oral forms to a variety of audiences
3. Able to demonstrate an understanding of the various segments of the food-service industry.
4. Demonstrate and evaluate the role 'service' plays in hospitality transactions
5. Show an understanding for the irreplaceable role that human capital plays in the industry
6. Research and apply evidence-based research to issues in hospitality
7. Show an understanding of 'sustainability' and how it relates to the food-service industry

8. Evaluate and develop personal and professional competencies associated with hospitality leaders
9. Develop a better understanding of roles and career opportunities within the food-service industry
10. Become orientated with the culture and ways of the School of Hospitality, Food, and Tourism Management
11. Develop a better understanding of your personal 'fit' in the industry

## Course Assessment

			Associated Learning Outcomes	Due Date/ location
<b>Assessment 1:</b>	5%	<i>Canoe Service Assignment</i>	All	<i>Week Two in Seminar</i>
<b>Assessment 2:</b>	5%	<i>Inclusive workplace Assignment</i>	2	<i>Week Three in Seminar</i>
<b>Assessment 3:</b>	15%	<i>Quiz: Weeks 1-3 (MC and short answer)</i>	1-7	<i>In Lecture on Monday October 4th</i>
<b>Assessment 4:</b>	10%	<i>Menu Assignment</i>	3,4,5	<i>Sunday Oct 17th Midnight in Dropbox</i>
<b>Assessment 5:</b>	10%	<i>Sustainability Assignment (CSR)</i>	1,2,6	<i>Sunday Nov 11<sup>th</sup> Midnight in Dropbox</i>
<b>Assessment 6:</b>	5%	<i>Know Thyself Reflection</i>	4	<i>Week 8 in seminar</i>
<b>Assessment 7:</b>	10%	<i>Food-service career report</i>	6	<i>Due in Dropbox Dec 1 at midnight</i>

<b>Discussion</b>	10%	<i>It's your Shift, Modules 1-5 (Hand in Certificates in Dropbox)</i>	Due in Dropbox Dec 1 at Midnight
<b>Final Exam</b>	30%	<i>100% on Textbook and assigned readings, videos and Guest lectures (90MC)</i>	TBA
<b>Total</b>	<b>100%</b>		

## Teaching and Learning Practices *(as appropriate)*

<b>Lectures</b>	The course will be delivered in both lecture and seminar format. All information covered in lectures and seminars will be posted on D2L. It is highly recommended that students attend all lectures and seminars.
<b>Labs</b>	None
<b>Seminars</b>	See Above
<b>Workshops</b>	None
<b>Site/Field Trip</b>	TBA

## Course Resources

### Required Texts:

Foodservice Management, Principles and Practices, 13<sup>th</sup> Edition. June Payne-Palacio & Monica Theis. Pearson

### Recommended Texts:

None

### Lab Manual:

None

### Other Resources:

Weekly readings will be made available on Courselink

### Field Trips: TBD

### Additional Costs:

## Course Policies

## **Grading Policies**

Late reports will be subject to a deduction in marks, 25% for each day late.

## **Course Policy on Group Work:**

No mandated group work in this course except for seminar assignments.

## **Course Policy regarding use of electronic devices and recording of lectures**

Please feel free to record the lectures if need be. Laptops are permitted for note taking purposes. If you need to use your mobile phone please excuse yourself from the room before doing so

## **University Policies**

### **Academic Consideration**

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for

Academic Consideration: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

### **Academic Misconduct**

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08...>

### **Accessibility**

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email [csd@uoguelph.ca](mailto:csd@uoguelph.ca) or see the website: <http://www.csd.uoguelph.ca/csd/>

### **Course Evaluation Information**

Please refer to the [Course and Instructor Evaluation Website](#)

### **Drop date**

The last date to drop one-semester courses, without academic penalty, is November, 2018. For regulations and procedures for Dropping Courses, see the Academic Calendar:

## **Additional Course Information**

The following is a tentative class schedule for the semester

**\*There is no seminar on Thursday September 6<sup>th</sup>.**

### **Week One: (Sept 10)**

Lecture Topic: Course Orientation, HFTM Survival Tips, The history of restaurants, intro to It's your shift.

Seminar Topic: Food service Industry Overview

Reading & Viewing: Chapter 1 & 2, Danny Meyer, The convergence of fine and casual dining

Focus: Get ready for the course

### **Week Two: (Sept 17)**

Lecture Topic: External Service

Seminar Topic: Canoe Restaurant (Assignment in Seminar)

Focus: Learning about customer

Reading & Viewing: Chapter 9, Danny Meyer, the Art of Hospitality Video

### **Week Three: (Sept 24)**

Lecture Topic: The Internal Customer

Seminar Topic: What does an inclusive and healthy workplace look like? (Assignment in Seminar)

Focus: The importance of employees

Readings & Viewing: Chapter 15. Additional Readings: Service Profit Chain Article, Courselink, BBC

Conversation Podcast, Skye Gyngell and Dominique Crenn

**Week Four : (Oct 1)**

Lecture Topic: Food Systems (15% quiz at the end of class on week 1,2,3)

Seminar Topic: Dan Barber and a food exercise

Focus: Learning the relationship between food service and our food system

Readings and Viewing: No reading for the week

**Week Five: (Oct 8)**

Thanksgiving. **NO C LASSES OR SEMINARS THIS WEEK**

**Week Six: (Oct 15)**

Lecture Topic: The Menu

Seminar Topic: The Beverage Industry

Focus: Learning about Menu's

Readings and Viewings: Chapter 3,4,5, Dan Barber's Foie Gras Video

**Week Seven: (Oct 22)**

Lecture Topic: Food Production (Guest Lecture)

Seminar Topic: Lecture

Focus: The nitty gritty of food from back door to the table

Reading and Viewing: Chapters 6,7,8, Amanda Cohen Google Talk

**Week Eight: (Oct 29)**

Lecture Topic: Sustainability

Seminar Topic: In Class exercise

Focus: Food Service and the Triple Bottom Line

Readings and Viewing: Chapter 12, UGSRP Plant Based Menu Symposium Video

**Week Nine: (Nov 5)**

Lecture Topic: The Labour Market (Guest Lecture)

Seminar Topic: Bruce Lecture

Focus: A closer look at the dynamic Canadian tourism labour market

Readings and Viewing: 2014 Gateway to Growth Report, Mark Hladik One House Podcast

**Week Ten: (Nov 12)**

Lecture Topic: Design and Facilities (Guest Lecture)

Seminar Focus: Bruce Lecture

Focus: Learning about the restaurant as a building

Readings and Viewing: Chapter 10, 11

**Week Eleven: (Nov 19)**

Lecture Topic: Leadership and Schakelton Video

Seminar Topic: Know Thyself (Assignment in class)

Readings: Chapter 13,14

**Week Eleven: (Nov 26)**

Lecture Topic: Career Panel

Seminar Topic: **No Seminars this week**

Focus: Learning about yourself and the industry

Readings and Viewing: Chapters 16,17,18

**Friday November 30, **This is the make up day for Thanksgiving class****

Topic: Financials and Exam Review

Focus: Prep for Final

