



HTM*1700 Food-Service Management

F 2017

½ Credit

General Course Information

Instructor: Bruce McAdams

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Office Location Macs Room 204

Office Hours Monday 12-2

Department/School Hospitality, Food and Tourism Management

TAs TBA

Email

Office Location

Office Hours

Class Schedule: Lecture: 7-8:50 pm MCLN102
Seminars: Section 1 Tues 11:30-12:50 MCLN101
Section 2 Tues 1:00-2:20 MCLN101
Section 3 Thurs 11:30 – 12:50 MCLN101
Section 4 Thurs 1:00-2:20 MCLN101

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
Assessment 1:	<i>Pass/Fail</i> 5%	<i>Surveys to complete</i>	<i>All</i>	<i>Sept 17th Midnight in Dropbox</i>
Assessment 2:	10%	<i>Operations Review</i>	2	<i>Sunday Sept 24 Midnight in Dropbox</i>
Assessment 3:	5%	<i>Canoe video group exercise</i>	1-7	<i>Sept. 26th and 28th in Seminar class</i>
Assessment 4:	10%	<i>Understanding the Labour Market</i>	3,4,5	<i>Sunday Oct 9th, Midnight in Dropbox</i>
Assessment 5:	10%	<i>Sustainability Assignment</i>	1,2,6	<i>Sunday Oct 16th Midnight in DropBox</i>
Assessment 6:	5%	<i>Know thyself leadership assignment</i>	4	<i>Sunday Oct 23rd Midnight Dropbox</i>
Assessment 7:	15%	<i>Food-service career report</i>	6	<i>Oct 25th and 27th in Seminar Class</i>
Final Exam	30%	<i>100% on Textbook and assigned</i>		TBA

Total 100%

Teaching and Learning Practices (*as appropriate*)

Lectures 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.

Labs None

Seminars See Above

Workshops None

Site/Field Trip TBA

Course Resources

Required Texts:

Foodservice Organizations, A Managerial and Systems Approach

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 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 October 31, 2014. For regulations and procedures for Dropping Courses, see the Academic Calendar:

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

Additional Course Information

The following is a tentative class schedule for the semester

***There is no seminar on Thursday September 7th.**

Week One: (Sept 11)

Lecture Topic: Orientation and Guest Lecture Planet Bean Coffee!

Seminar Topic: Get to know your cohort and some survival tips

Reading: None

Focus: Get ready for the course

Week Two: (Sept 18)

Lecture Topic: Industry Overview, Guest Lecture on Franchising Jon Christensen

Seminar Topic: Operations Review Assignment

Focus: Learning about the industry

Reading & Viewing: Danny Meyer Ted Talk: The convergence of casual and fine dining

Chapters in Text Book: 1

Week Three: (Sept 25)

Lecture Topic: The External Customer

Seminar Topic: Canoe Service Video

Focus: Customer Service

Readings: Chapters in Text: 2 and 7. Additional Readings: TBD

Week Four : (Oct 2)

Lecture Topic: Guest Lecture, Chef (TBD)

Seminar Topic: Food lecture

Focus: Learning about the 'food' in food-service

Reading: Text Chapter 3 and 4

Week Five: (Oct 16)

Lecture Topic: Guest Lecture, Beverage Panel (TBD)

Seminar Topic: Menu Lecture

Focus: Learning about Menu's

Readings: Text Chapters 5,6,8

Week Six: (Oct 23)

Lecture Topic: The Internal Customer (Service Profit Chain)

Seminar Topic: The roles and competencies of food-service workers

Focus: Employees role in the successful food-service establishment (micro view of labour)

Readings: Service Profit Chain, Additional Readings TBD, Text chapter 12

Week Seven: (Oct 30)

Lecture Topic: The Labour Market (Guest Lecture Dale and Laura, Diversity)

Seminar Topic: Minimum wage, what is the issue? Group Assignment

Focus: Looking at the macro view of labour in the food-service industry

Readings: Excerpt from behind the kitchen door, additional readings

Week Eight: (Nov 6)

Lecture Topic: Sustainability, Kristen Cavanaugh

Seminar Topic: Bruce Lecture

Focus: What is the role of 'sustainability' in food-service

Readings: TBD

Week Nine: (Nov 13)

Lecture Topic: Guest Speakers (Ocean Wise and Hospitality Services)

Seminar Focus: Group exercise on Sustainability issues and actions in the industry.

Focus: Applying sustainability in the food-service industry

Readings: Tragedy of the commons

Week Ten: (Nov 20)

Lecture Topic: Leadership and Management

Seminar Topic: Shackleton Video and exercise in groups

Readings: Know Thyself for assignment. Text Chapter: 9,10,11

Week Eleven: Nov 27

Lecture Topic: Guest Speaker panel

Seminar Topic: Fit Exercise

Focus: It's all about Fit

Readings: None Focus on Career Report!

Friday December 2

Topic: Exam Review

Focus: Prep for Final

Readings: Text Chapter 11, 13, 14, 15