

School of Hospitality & Tourism Management



Fall 2013 Co-Operative Education Seminar HTM*4300

Instructor:	Bruce McAdams
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Office:	MACS 204
Office Hours:	Upon Request
Extension:	56597
Lecture:	Wednesday 11:30 AM-2:20 PM MACS 129
	Should you need to miss a class, lab, seminar, examination for religious reasons, please advise the instructor in advance so that alternate arrangements can be made.
Website:	http://courselink.uoguelph.ca
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Course Description:

The course will focus on the integration of the student's academic studies with their work semester experiences provided by the Co-operative education program. Students will also study current and relevant business and leadership topics that will help prepare them for life after graduation.

Course Prerequisite: Registered in 4th year B.Comm HAFA (Co-op)

Course Objectives:

- Students learn the role of the Service Profit Chain plays in a successful service business
- Students will be introduced to the concept of Social Innovation and its importance in the framework of a modern world
- The student will learn the importance of understanding ones personal values.
- Students will be able to explain the important role trust plays in organizations
- We will continuously evaluate our Co-op placement against the concepts we are discuss
- Students will be able to explain the concepts of Servant and Inside-Out Leadership

-We will introduce students to ‘cutting edge’ business ideas put forth by the likes of Roger Martin, Michael Porter and Tim Jackson

Course Format:

1. We are going to open our minds!
2. We are going to listen!
3. We are going to think!
4. We are going to prepare!
5. And we are going to learn how to learn!

The majority of the course will be formatted in a “Knowledge Café” setting. Students will be expected at all lectures and participation in homework assignments, facilitated talks and group presentations is necessary to achieve the desired learning from the course.

We may even conduct some of the classes outside so please dress appropriately for the weather and wear comfortable shoes. Be aware that we will often be sitting on grass so dress accordingly.

Evaluation:

Peer evaluation will be a major input on the grade for each component.

Quiz, homework	40%
Assignments and weekly group presentations	
Week seven Service Profit Chain Audit due.	30%
Final Assignment: Open Presentation and Report	30%

Guidelines for Quiz and Homework:

Homework: Every week (starting week three) you will be required to submit a one page document (word format) to the appropriate drop-box by midnight, the Tuesday night before class. This page will summarize your thoughts on the assigned reading for the week. The

work needs to be exactly one page in length and will be evaluated on your ability to express your thoughts and opinions on the subject.

(Grading Weight 2.5%)

Quiz/Group Presentation: Each class we will have a short quiz on the assigned reading. Most weeks you will also be involved in some form of group presentation based on the “Knowledge Café” format. I will evaluate how you do in these two constructs and apply a mark accordingly. (Grading Weight 2.5%)

Open Presentation and Report:

Choose your own idea for a presentation that will be of value for you to research and learn about while also being informative and interesting for your classmates. Topics need to be somehow related to what we have covered in class or based on your co-op experience. (You need to book a 10 meeting with me before Thanksgiving to review your choice and get approval on it)

- This part of the course is self directed (you will make own rubric and mark yourself)

Guest Speakers:

We will have several guest speakers visit during the semester. All of these people will be chosen based on their ability to share interesting and unique perspectives about how to have a successful career and enjoy life!

Academic Integrity:

“The University of Guelph is committed to upholding the highest standards of academic integrity and enjoins 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. The University of Guelph takes a serious view of academic misconduct and it is your responsibility as a student to be aware of and to abide by the University’s policy. Included in the definition of academic misconduct are such activities as cheating on examinations, plagiarism, misrepresentation, and submitting the same material in two different courses without written permission. To better understand your responsibilities, read the Undergraduate Calendar for the full Academic Misconduct Policy. You are also advised to make use of the resources available through the Learning Commons to discuss any questions you may have with your course instructor, TA, or academic counsellor. www.learningcommons.uoguelph.ca

“Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including, suspension or expulsion can be imposed.

“Students who find themselves unable to meet course requirements by the deadlines or criteria expected because of medical, psychological or compassionate circumstances beyond their control, should review the regulations on academic consideration in the calendar and discuss their situation with the instructor, program counsellor or other academic counsellor as appropriate.”

Week One: (Sept 11)

Orientation

Reading: Howard Gardner’s 5 Minds for the Future!

Focus: Reflection on Coop.....Two years later??

Week Two: Service Profit Chain (Sept 18)

Reading: The Service Profit Chain

Focus: Lecture on the Modified Service Profit Chain

Section One: You and leadership!

Week Three: “Know thyself” (Sept 25)

Readings: Tennyson on Management, John McCallum

Focus: Trinity of Leadership.....value based leadership...competencies.

Movie: To Sir With Love

Week Four: “Leadership Development” (Oct 2)

Readings: Leadership Development: An Evidence Based and Contextually Relevant Approach White Paper.

Focus: How can companies most effectively develop leaders? What do people who want to become leaders need to know about LD programs etc.

Guest Speaker: Todd Hand, Guelph Grad and working for Starbucks!

Week Five: “Managing Oneself” (Oct 9)

Readings: Managing Oneself, Peter Drucker

Focus: “Strengths, Values and the second half of your career”

Surprise Video: The greatest leadership story ever!!

Week Six: “What’s Important?” (Oct 16)

Readings: Inside Out Leadership, Bruce McAdams

Focus: Self, Family& Friends, Community, Society, Environment, Organization

Video: Nigel Marsh, if you don’t design your life someone else will do it for you

Section Two: The Organization

Week Seven: The Workplace, what does this mean? (Oct 23)

Readings: Creating the best workplace on earth

Focus: What is important in a workplace, read G&M article entitled “What motivates employees” for knowledge café.

Recent Grad Panel: Liat Weiss, Sam Prentice, Katherine Peloso

Week Eight: “Trust” (Oct 30)

Readings: Foster Collaboration article, Kouzes and Posner

Focus: Trust in the workplace!! (Raj Sisodio video)

Week Nine: “The Corporation as a Citizen!” (Nov 6)

Readings: Creating Shared Value, Porter's

**Also visit websites of Sodexo and Marks and Spencer's vs. Canadian Tire and McDonalds. Can you see a difference in their approach to Corporate Citizenship?

Focus: Why is the CSR model out dated? How does the 'new' corporation carry itself and why? What is social innovation and social enterprise?

Section Three: The External Environment

Week Ten: "Growth is good...right?" (Nov 13)

Readings; Prosperity without Growth, Tim Jackson.

** Ed Hess video on Smart Growth (Bhutan as supplementary)

Focus: Growth vs. Development, GDP.....How does this change the governance of corporations?

Shareholder Value....what has it meant? Theory of the Firm. How does it have an effect on an organization? Do you think things will change?? What is the difference between working for a private and public company?

Week Eleven: Presentations (Nov 20)

Week Twelve: Presentations (Nov 27)