



HTM4190 Hospitality and Tourism Operations Planning

Winter 2016

Credit weight: 0.5

General Course Information

Instructor: Bruce McAdams
Email bmcadams@uoguelph.ca
Office Location MACS 204
Office Hours Tuesday and Thursday 1:00 – 2:20
Department/School School of Hospitality, Food and Tourism Management

TAs n/a

Class Schedule: Tuesday and Thursday 10:00 – 11:20
MACS 129

Pre-requisites: 1 of ACCT2330, BUS2230, HTM3070, HTM3080

Co-requisites: BUS3320 MGMT3320

Course Description

The course examines management and organization practices as they are applied to typical hospitality and tourism operational issues. Significant decision points and sub-system interrelationships are emphasized.

Course Learning Outcomes

Upon successfully completing this course you will be able to:

1. Understand the role context plays in analyzing and solving operational issues
2. Determine what analysis is relevant to solving problems and how to apply such in a critical manner
3. Demonstrate and understanding the importance of 'relationships' in analysis and decision making. (How decisions affect people)
4. Take your thoughts and ideas and communicate them in a clear and concise manner without the help of guidelines.
5. Apply a 'systems thinking' approach to solving operational issues in hospitality and tourism

6. Solve issues in a creative and innovative manner
7. Research and apply evidence-based research to provide solutions for operational issues

Indicative Content

Here is an outline of content to be covered at scheduled lectures:

Tuesday January 12th: Course Orientation
Thursday January 14th: Lecture One
Tuesday January 19th: Lecture Two
Thursday January 21th: Introduction: Revel Cider (Introductory Assignment Due)
Tuesday January 26th: Project 1, Day 1
Thursday January 28th: Project 1, Day 2
Tuesday February 2: Project 1, Day 3
Thursday February 4th: Project 1 Day 4
Tuesday February 9th: Introduction : Sid Car Restaurant, Report 1 Due
Thursday February 11th: Project 2, Day 1
Winter Break
Tuesday February 23^h: Project 2, Day 2
Thursday February 25th: Zita Cobb Guest Lecture in class
Tuesday March 1st: Project 2, Day 3
Thursday March 3rd: Project 2, Day 4
Tuesday March 8th: MHD
Thursday March 10: Guest Speaker Report 2 Due
Tuesday March 15th: Introduction Project 3 *UGSRP Symposium at night 5%
Thursday March 17th: Project 3, Day 1
Tuesday March 22nd: Project 3, Day 2
Thursday March 24: Project 3, Day 3
Tuesday March 29th: Project 3, Day 4
Tuesday April 5th: Project 3 Due, Noon MACS Room 204

Course Assessment

			Associated Learning Outcomes	Due Date/ Location
Assessment 1:	5%	<i>Introductory Assignment</i>	2,3,5,7	<i>Jan 21, midnight, dropbox</i>
Assessment 2:	30%	<i>Project Report 1</i>	1-7	<i>Feb 9, in class hard copy</i>
Assessment 3:	10%	<i>Participation First Half</i>	1-7	<i>Winter Break</i>
Assessment 4:	30%	<i>Project Report 2</i>	1-7	<i>March 10, in class hard copy</i>
Assessment 5:	10%	<i>Participation Second Half</i>	1-7	<i>April 5th</i>
Assessment 6:	20%	<i>Project Report 3</i>	1-7	<i>April 5th, hard copy in class</i>
Assessment 7:	5%	<i>BONUS – UGSRP Reflection</i>	1-7	<i>TBA</i>
Total	100%			

Teaching and Learning Practices *(as appropriate)*

Lectures This course uses student centered learning to deliver learning outcomes. Students are expected to do class pre-work that involves both research and analysis on the project being worked on. This work is critical in allowing the facilitator to help guide students through the solving of the issue. Projects are worked on in a progressive manner and missing a class while working on a project is not recommended.

Labs None

Seminars None

Workshops None

Site/Fieldtrip The course work is often supported by optional fieldtrips to the place of business of companies being studied. Outside guest speakers are brought in to complement the learning taking place in the course.

Course Resources

Required Texts:

None

Recommended Texts:

None

Lab Manual:

None

Other Resources:

Material will be posted on D2L under course content that is pertinent to the projects. This may include corporate policy manuals, links to articles in trade publications etc.

Field Trips:

TBA

Course Policies

Grading Policies

All project reports are to be handed in at the beginning of class in hard copy. Papers will be deducted 25% for each day late.

Course Policy on Group Work:

There is no formal group in this course. It is recommended that you work in informal project groups to help create discussion, facilitate ideas and generate research and analysis. Analysis make be created with a partner or groups but must be referenced so in the report. Please consult the instructor if you have any questions..

Course Policy regarding use of electronic devices and recording of lectures

Feel free to record the lectures if you like. Laptops may be used to make notes on the course only. The use of mobile phones in class is prohibited.

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>