



# HTM4300 Co-Operative Education Seminar

## F 2015

### ½ Credit

## General Course Information

**Instructor:** Bruce McAdams  
*Email* bmcadams@uoguelph.ca  
*Office Location* Macs Room 204  
*Office Hours* Monday 10-12  
*Department/School* Hospitality, Food and Tourism Management

**TAs** None  
*Email* ...  
*Office Location* ...  
*Office Hours* ...

**Class Schedule:** Monday 2:30 – 5:20 MACS 129

**Pre-requisites:** Completion of Co-op Work Term

**Co-requisites:** *None*

## Course Description

An integration of the students' academic studies with their work semester experiences provided by the co-operative program. Emphasis will be placed on students critically evaluating the application of theoretical concepts in different working environments

## Course Learning Outcomes

1. Upon completion of this course students will have learned various methods of 'reflection' to help evaluate work situations.
2. Students will be able to demonstrate an ability to communicate experiences they had in their co-op work placement
3. Students will be able to show critical appreciation for the principles of systems thinking.
4. Upon successful completions of this course students will be able to analyze and make comparisons between the business concepts we discuss and those that were practiced by co-op employers in their work placement.

5. Upon successful completion of this course students will be able to use reflection to evaluate and critique business concepts and ideas.

## Course Assessment

			Associated Learning Outcomes	Due Date/ location
<b>Assessment 1:</b>	40%	<i>Homework and quizzes</i>	All	Starting wk 3
<b>Assessment 2:</b>	30%	<i>Social Innovation Presentation and Report</i>	2,4,5	Nov 24, Dec 1
<b>Assessment 3:</b>	30%	<i>Service Profit Chain Integrated Report</i>	1-5	Dec 1
<b>Total</b>	<b>100%</b>			

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

### Lectures

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.

**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 Sunday 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%)

**Labs** None

**Seminars** None

**Workshops** None

**Site/Field Trip** TBA

## Course Resources

### Required Texts:

None

### Recommended Texts:

None

### Lab Manual:

None

### Other Resources:

Weekly readings will be made available on D2L

### Field Trips: TBD

### Additional Costs:

If we are able to book a historical walking tour of Guelph there will be a \$3 fee for the student

We will also be having you assessed by a Fit professional using a predictive analytical tool called “Talent Sorter”, there is a \$50 admin for this which will be collected in class.

## 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.

### 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 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

### **Week One: (Sept 14)**

Orientation

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

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

What is Social Innovation?

### **Week Two: Service Profit Chain (Sept 21)**

Reading: The Service Profit Chain

Focus: Lecture on the Modified Service Profit Chain

Service Profit Chain Integrated Report

## **Section One: You and leadership!**

### **Week Three: "Know thyself" (Sept 28)**

\*\*\*Historical Walking Tour of Guelph

Readings: Tennyson on Management, John McCallum

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

### **Week Four: "Leadership Development" (Oct 5)**

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.

### **Week Five: "Managing Oneself" (Oct 19)**

Readings: HBR Article on How to Build a Meaningful Career

Focus: Keys to managing your career are introduced

Surprise Video: The greatest leadership story ever!!

### **Week Six: “What’s Important?” (Oct 26)**

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: Today’s Labour Market (Nov 2)**

Readings: Blogs, Twitter, Media..

Focus: What is a living wage and how does it relate to retention and business sustainability

Movie: To Sir With Love!

### **Week Eight: “Trust” (Nov 9)**

Readings: Foster Collaboration article, Kouzes and Posner

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

### **Week Nine: “The Corporation as a Citizen!” (Nov 16)**

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 23)**

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: Social Innovation Presentations (Nov 30)

Week Twelve: Social Innovation Presentations (Dec 4?)