



HTM*1700 Foodservice Management

Fall 2020

0.5 Credits

General Course Information

Instructor: Bruce McAdams

Teaching Assistant:

Email bmcadams@uoguelph.ca

Office Location MACS 204

Office Hours Monday 5 – 6:30 and by appointment

Department/School HFTM

Class Schedule: Lecture: Monday 7:00pm – 8:50 (Virtual Lecture)
Seminars: Remote

Pre-requisites: None

Restrictions: None

Course Description

This course provides 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:

1. Communicate effectively through written and oral forms to a variety of audiences
2. Able to demonstrate an understanding of the various segments of the food-service industry.
3. Demonstrate and evaluate the role 'service' plays in hospitality transactions
4. Show an understanding for the irreplaceable role that human capital plays in the industry
5. Research and apply evidence-based research to issues in hospitality
6. Show an understanding of 'sustainability' and how it relates to the food-service industry
7. Demonstrate an understanding of the food-service supply chain
8. Show an understanding of the impact Covid-19 has had on the food-service industry
9. Explain and compare the roles and responsibilities of various jobs in food-service

Knowledge and Understanding:

The course is designed to:

1. Introduce students to the size and scope of the industry
2. Introduce students to careers in the foodservice industry
3. Present areas of management theory that are commonly used in the industry
4. Present relevant issues facing the foodservice industry in Canada

Discipline/Professional and Transferable Skills:

Students will learn to evaluate relevant issues in foodservice and conduct evidence-based research.

Attitudes and Values

Describe the challenges that managers face in addressing complex problems in a diverse and global context.

Summary of Course Content and Materials

Week one: Course Introduction and Orientation

Week two: Industry Overview

Week three: The External Customer

Week four: The Internal Customer

Week five: The Labour Market

Week six: The Menu and Beverage Industry

Week seven: Food-service and the Food System

Week eight: The Supply Chain

Week nine: Leadership

Week ten: Financial Keys

Week eleven: Sustainability in Food-service

Week twelve: Sustainability in Food-Service

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	10% (5x2)	Lecture Quiz	LO 1 - 9	<i>Week</i> <i>2,4,6,8,10</i>

Assessment 2:	10%	Covid-19 Assignment	LO 8	<i>TBD</i>
Assessment 3:	10%	Service Blue-Print	LO 2,3	<i>TBD</i>
Assessment 4:	20%	Retention Case Study	LO 4,6,7,8	<i>TBD</i>
Assessment 5:	10%	Farm to Table Assignment	LO 7	<i>TBD</i>
Assessment 6:	10%	Know Thyself Reflection	LO 2-7	<i>TBD</i>
Assessment 7:	20%	The Next Course Book Report	LO 1-7	<i>TBD</i>
Assessment 8:	10%	<i>It's Your Shift</i>	LO 5	<i>TBD</i>
Total	100%			

Teaching and Learning Practices

Lectures: Lectures will be 'live' on Monday nights.

Course Resources

Required Text: "The Next Course: Reinventing the Modern Urban Restaurant", by Andre Lariviere. This book is available as an e-book (kindle) or paperback on many sites including amazon.

Recommended Text: None

Other Resources: Courselink is populated with many readings, viewings and podcasts. All provided material on Courselink will be on the mid-term and final exam.

"It's Your Shift": You will be required to complete 5 virtual seminars to complete "It's Your Shift" training provided by the Ontario Tourism Education Corporation (OTEC) This training will take place on their learning platform with details provided by your teaching assistance.

<https://www.otec.org/Training-Solutions-Overview/Its-Your-Shift.aspx>

Course Policies

Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 25% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

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

Missed Assignments:

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

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:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

Equity, Diversity, and Inclusion Statement

At the Lang School of Business and Economics, we are committed to developing leaders with a social conscience, an environmental sensibility, and a commitment to their communities. A core tenet within this vision is that diversity is a strength with which we can experience greater connection and understanding.

As such, we affirm the importance and shared responsibility of our students, faculty, and staff creating and promoting equity and inclusion within our learning spaces. Creating these kinds of learning cultures is a process, not a destination; it requires ongoing willingness on the part of each person to thoughtfully and critically listen, unlearn, learn, and engage as they are exposed to a multitude of perspectives and lived experiences. We encourage dialogues between students and instructors to address and advance opportunities for fostering greater diversity and inclusion in the learning environment. Openness to conversations with each other enables us to reflect and grow as we learn from one another respectfully and holistically.

As a department that is training the professionals of the future, we expect our learning spaces to abide by all institutional policies and guidelines, in particular those outlined by the Office of Diversity and Human Rights and the [University of Guelph Human Rights Policy](#). Discrimination and harassment, as defined by our policies, will not be tolerated. Individuals should inform the appropriate party as per University policies if they experience any such behaviours.

Disclaimer

Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings and academic schedules. Any such changes will be announced via CourseLink and/or class email. All University-wide decisions will be posted on the COVID-19 website [hyperlink to the website] and circulated by email.

Illness

The University will not require verification of illness (doctor's notes) for the fall 2020 or winter 2021 semesters.

Course Evaluation Information

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

Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Drop date

The last date to drop one-semester courses, without academic penalty, is Friday December 4, 2020. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

Date Submitted to Chair:	
Chair Signature (Approval):	
Date Approved by Chair:	