

General Course Information

Instructor:	Emily Robinson
<i>Email</i>	erobin08@uoguelph.ca
<i>Office Location</i>	Virtual (Details on CourseLink)
<i>Office Hours</i>	Mondays, 3:30pm-5:30pm (or by appointment any time)
<i>Department/School</i>	HFTM
Class Schedule:	Lecture: Monday 7:00pm-8:50pm Seminars: Section 1- Thursday 1:00pm-2:20pm Section 2- Thursday 2:30pm-3:50pm
Pre-requisites:	None
Classroom:	MACS (Macdonald Stewart Hall) Room 129

Course Description

This course provides students with an introduction to the many facets and issues of the foodservice 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. 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 foodservice industry.
4. Demonstrate and evaluate the role 'service' plays in hospitality transactions
5. Show an understanding of the irreplaceable role that human capital plays in the industry
6. Read and study a short book and analytically report on issues in hospitality
7. Show an understanding of 'sustainability' and how it relates to the food-service industry

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 work in groups and to think critically about topical issues.

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

**There are no Thursday seminars on September 9th. Our first class is Monday September 13th at 7pm.

Week One: (Sept 13)

Lecture Topic: Course Orientation, HFTM Survival Tips, The history of restaurants, intro to It's your shift.

Seminar Topic: Food service Industry Overview

Focus: Get ready for the course

Reading & Viewing: As assigned on Courselink

Week Two: (Sept 20)

Lecture Topic: External Customer (Service)

Seminar Topic: Moments of Truth (Assignment in Seminar) 5%

Focus: Learning about customer

Reading & Viewing: As assigned on Courselink

Week Three: (Sept 27)

Lecture Topic: The Internal Customer

Seminar Topic: What does an inclusive and healthy workplace look like? (Assignment in Seminar) 5%

Focus: The importance of employees

Readings & Viewing: As assigned on Courselink

Week Four: (Oct 4)

Lecture Topic: Food Systems

Seminar Topic: Dan Barber and a food exercise

Focus: Learning the relationship between food service and our food system

Readings and Viewing: As assigned on Courselink

Week Five: (Oct 11)

Thanksgiving. NO CLASSES OR SEMINARS THIS WEEK

Week Six: (Oct 18)

Lecture Topic: The Menu

Seminar Topic: The Beverage Industry (**25% Mid-Term during seminar)

Focus: Learning about Menus

Readings and Viewings: As assigned on Courselink

Week Seven: (Oct 25)

Lecture Topic: Food Production

Seminar Topic: Controversial topics in food production

Focus: The nitty gritty of food from back door to the table

Reading and Viewing: As assigned on Courselink

Week Eight: (Nov 1)

Lecture Topic: Sustainability (Guest speaker TBC)
 Seminar Topic: Doughnut foodservice
 Focus: Food Service and the Triple Bottom Line
 Readings and Viewing: As assigned on CourseLink

Week Nine: (Nov 8)

Lecture Topic: Labour Market
 Seminar Topic: Work-life balance
 Focus: A closer look at the dynamic Canadian tourism labour market
 Readings and Viewing: As assigned on CourseLink

Week Ten: (Nov 15)

Lecture Topic: Career Panel
 Seminar Focus: Guest speaker TBC (Assignment 5%)
 Focus: Choosing different careers in foodservice
 Readings and Viewing: As assigned on CourseLink

Week Eleven: (Nov 22)

Lecture Topic: Leadership
 Seminar Topic: Schackleton Video (Assignment 5%)
 Readings and Viewings: As assigned on CourseLink

Week Twelve: (Nov 29)

Lecture Topic: Exam Review
 Seminar Topic: No Seminars this week
 Focus: Learning about yourself and the industry
 Readings and Viewing: As assigned on CourseLink

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	20%	Seminar Assignments	LO 1 - 7	<i>Weeks 2,3,10,11/ In Class</i>
Assessment 2:	25%	Mid-Term Quiz	LO 1 - 7	<i>Oct 21/ In Seminar</i>
Assessment 3:	20%	Book Review	LO 2-7	<i>Nov 30/ Online</i>
Assessment 4:	25%	Final Exam	LO 1-7	<i>Dec 6/TBD</i>
Assessment 5:	10%	It's Your Shift	LO 5	<i>Nov 30/ Online</i>
Total	100%			

Teaching and Learning Practices

The course has two delivery mechanisms. The first is lectures.

Lectures

The second is seminars where student participation is promoted.

Seminars

Course Resources

Required Text: *The Next Course*, André LaRivière (<https://www.amazon.ca/Next-Course-Reinventing-Modern-Restaurant-ebook/dp/B07DRF1QVS>)

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 exams.

COVID-19 Protocols

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 (<https://www.uoguelph.ca/covid19/>) and circulated by email.

I am committed to working with students with pre-existing medical and mental health needs, as well as new needs that may arise within the semester. I encourage you to reach out to me as early as possible to discuss any adjustments you think may be necessary in this course. Reasonable accommodations may include leveraging the course modules that have been developed in creative ways to maximize your access during times when students need to quarantine due to COVID exposure, or during an absence related to a disability or COVID-19 diagnosis. While I cannot guarantee any specific outcome, I am committed to working with you to explore all the options available in this course. Please see the following link to the Student Wellness website <https://wellness.uoguelph.ca/>.

Course Policies

Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 5% 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>

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 Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

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 XXXXX, 20XX. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/graduate/current/>

Illness

Medical notes will not normally be required for singular instances of academic consideration, although students may be required to provide supporting documentation for multiple missed assessments or when involving a large part of a course (e.g.. final exam or major assignment).

For information on current safety protocols, follow these

links: <https://news.uoguelph.ca/return-to-campus/how-u-of-g-is-preparing-for-your-safe-return/>

<https://news.uoguelph.ca/return-to-campus/spaces/#ClassroomSpaces>

Please note, these guidelines may be updated as required in response to evolving University, Public Health or government directives.

Disclaimer

Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings, changes in classroom protocols, and academic schedules. Any such changes will be announced via CourseLink and/or class email.

This includes on-campus scheduling during the semester, mid-terms and final examination schedules. All University-wide decisions will be posted on the COVID-19 website (<https://news.uoguelph.ca/2019-novel-coronavirus-information/>) and circulated by email.

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