

General Course Information

Instructor: Bruce McAdams
Email bmcadams@uoguelph.ca
Office Location MACS204
Office Hours Monday 5 – 6:30 and by appointment
Department/School HFTM

Class Schedule: Remote Lectures

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

Restrictions: 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:

1. Understand the role context plays in analyzing and solving operational issues
2. Use creativity in solving complex, and real problems.
3. Determine what analysis is relevant to solving problems and how to apply such in a critical manner
4. Demonstrate and understanding the importance of 'relationships' in analysis and decision making.
(How decisions affect people)
5. Take your thoughts and ideas and communicate them in a clear and concise manner without the help of guidelines.
6. Apply a 'design thinking' approach to solving operational issues in hospitality and tourism
7. Research and apply evidence-based research to provide solutions for operational issues
8. Analyze and evaluate the impact of mental health issues in hospitality businesses

Knowledge and Understanding:

Students will apply knowledge and understanding gained in their first three year to helping solve real life issues.

Discipline/Professional and Transferable Skills:

Use evidence from a variety of sources to make informed decisions and recommendations to address complex organizational design problems.

Attitudes and Values

Describe the challenges that managers face in addressing complex problems in a diverse and competitive landscape

PROCESS, THINK, CREATE

Summary of Course Content and Materials

Students will work on two projects during the semester. Each project will involve a hospitality organization seeking assistance with an issue or project they are working on. Students will write a consultancy report for the partner, and in some cases complete accompanying presentations.

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	40%	HFTM Marketing Plan	LO 1-7	<i>TBD</i>
Assessment 2:	20%	UGSRP Discussion Paper Annotated Bibliography and Literature Review	LO 1 - 7	<i>TBD</i>
Assessment 3:	40%	UGSRP Mental Health Project	LO 2, 3, 8	<i>TBD</i>
Total	100%			

Teaching and Learning Practices

Lectures Will be recorded and presented when applicable on lecture days. (Tues & Thurs)

Course Resources

Required Text: None

Recommended Text: None

Other Resources:

-Students will be advised of readings and other materials that will assist them.

Class Schedule:

Week One: Class Orientation, introduction to project 1 and process (HFTM)

Week Two: Review Situational Analysis

Week Three: Research and contextual review

Week Four: Idea generation (Ideation)

Week Five: Evaluation of alternatives

Week Six: Recommendations

Week Seven: Implementation

Week Eight: Introduction to project 2 and process (UGSRP)

Week Nine: Mental health. Mental Health and Covid-19

Week Ten: Research: Annotated Bibliography and Literature Review

Week Eleven: What is a discussion paper?

Week Twelve: Project Review

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.

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.

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>

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.

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/>

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 4th, 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:	