

General Course Information

Instructor: Bruce McAdams
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Office Location MACS204
Office Hours Monday 5 – 6:30 and by appointment
Department/School HFTM

Class Schedule: Tuesday and Thursday 10:00-11:20, ROZH105

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 crit
4. Demonstrate and understanding the importance of 'relationships' in analysis and decis (How decisions affect people)
5. Take your thoughts and ideas and communicate them in a clear and concise manner w help of guidelines.
6. Apply a 'design thinking' approach to solving operational issues in hospitality and touri
7. Research and apply evidence-based research to provide solutions for operational issue

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 real hospitality company facing a critical issue in their goal to remain competitive. Students will write a consultancy report for the industry partner, and in some cases complete accompanying presentations.

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	25%	Report and Presentation Cowbell Brewing	LO 1-7	<i>Thurs Sept 26th, Dropbox noon</i>
Assessment 2:	10%	Homework and Class Contribution Cowbell	LO 1 - 7	<i>Thurs Sept 26th</i>
Assessment 3:	45%	Report for Tim Hortons	LO 2, 3	<i>Tuesday Nov 26th. Dropbox noon</i>
Assessment 4:	20%	Homework and Class Contribution Tim Hortons	LO 1-7	<i>Tuesday Nov 26th.</i>
Total	100%			

Teaching and Learning Practices

Lectures

All classes are presented in a 'student centered learning format.

As Weimer (2002) points out, the responsibility for learning naturally shifts to the student in a learner centered setting.

Weimer (2002) makes the point that in the student-centered classroom the roles of teacher and student of necessity change, so that the teacher changes from the "sage on the stage" to the "guide on the side"

Salter et al (2009) guided faculty in redesigning their course to give students and instructors new roles in which students would be more actively engaged and not just be lectured to by the instructors.

Weimer (2002) appeals to college instructors to "use" course content, not just as an end in itself, but as a means of helping students learn how to learn.

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:

Thursday September 5th: Class Orientation

Tuesday September 10th: Cowbell Introduction

Thursday September 12th: Cowbell Context

**Friday September 13th: Cowbell Site Visit (Optional)

Tuesday September 17th: Cowbell Ideate (Alternatives)

Thursday September 19th: Cowbell Prototype (Recommendations)

Tuesday September 24th: Cowbell Test (Implementation)

Thursday September 26th: Report and Presentation Due (No Class)

Tuesday October 1st: Report and Presentations Due: Presentations 1

Thursday October 3rd: Presentations 2

Tuesday October 8th: Presentations 3

Thursday October 10th: Presentations 4

** Student groups need only to attend class on the day they are presentation. The other three class times should be spent researching the second project.

Tuesday October 15th: No Class, Thanksgiving break

Thursday October 17th: Tim Hortons Introduction

Tuesday October 22nd: Tim Hortons, Define Question, Research and Analysis Expectation (Joe Boutros)

Thursday October 24th: Tim Hortons, Context

Tuesday October 29th: Tim Hortons, Context part 2
Thursday October 31st: Tim Hortons, Ideate
Tuesday November 5th: Tim Hortons, Prototype
Thursday November 7th: Tim Hortons, Prototype part 2
Tuesday November 12th: Tim Hortons, Test part 1
Thursday November 14th: Tim Hortons, Test part 2
Tuesday November 19th: Tim Hortons, Open Class
Thursday November 21st: Tim Hortons, Open Class
Tuesday November 26th: Final Report Due

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.

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/>

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 Wednesday November 27, 2019. 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:	