



COLLEGE of BUSINESS AND ECONOMICS

SCHOOL OF HOSPITALITY, FOOD
AND TOURISM MANAGEMENT

Industry Consultation HTM*4190 Winter 2019 Credit weight: 0.5

General Course Information

Instructor: Bruce McAdams
Email bmcadams@uoguelph.ca
Office Location MACS 204
Office Hours Tuesday 9:00 – 10:00, Thursday 9:00 – 10:00
Department/School School of Hospitality, Food and Tourism Management

TAs n/a

Class Schedule: Tuesday and Thursday 10:00 – 11:20
MACS121

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

Co-requisites: 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 be able to:

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. Demonstrate an ability to evaluate the work of fellow students
6. Take your thoughts and ideas and communicate them in a clear and concise manner without the help of

guidelines.

7. Apply a 'design thinking' approach to solving operational issues in hospitality and tourism
8. Solve issues in a creative and innovative manner using design thinking
9. Research and apply evidence-based research to provide solutions for operational issues

Indicative Content

Here is an outline of content to be covered at scheduled lectures:

Tuesday January 8th Course Orientation and Guest Speaker
Thursday January 10th Orientation continued and Lecture
Tuesday January 15th Project 1 Day 1
Thursday January 17th Project 1 Day 2
Tuesday January 22st Project 1 Day 3
Thursday January 24rd Project 1 Day 4
Tuesday January 29th Project 1 Day 5
Thursday January 31st Project 1 Last Day
Sunday February 3 Project 1 Report and Presentation Slides Due, Midnight in Drop Box
Tuesday February 5th Presentations Project 1
Thursday February 7th Presentations Project 1
Tuesday February 12th Presentations Project 1
Thursday February 14th Presentations Project 1
Tuesday February 19th NO CLASS
Thursday February 21st NO CLASS
Tuesday February 26th Lecture
Thursday February 28th Project 2, Day 1

Tuesday March 5th Project 2, Day 2
 Thursday March 7th Project 2, Day 3
 Tuesday March 12th Project 2, Day 4
 Thursday March 14th Project 2, Day 5
 Tuesday March 19th Project 2, Last Day
 Wednesday March 20th, Project 2 Report and Presentations due at midnight in the dropbox
 Thursday March 21st Presentations Project 2
 Tuesday March 26th Presentations Project 2
 Thursday March 28th Presentations Project 2
 Tuesday April 2nd Presentations Project 2

** Please note that because of our industry partner's busy schedules the dates of their visits and some of project schedules will most likely be changing. I will keep you posted of any changes in class and on the 'Announcements' section of the platform.

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	35%	<i>Report</i>	2,3,5,7	
	15%	<i>Presentation + Presentation Evaluations</i>		
Assessment 2:	35%	<i>Report</i>	1,2,3,6	
	15%	<i>Presentation + Presentation Evaluations</i>		
Total	100%			

Teaching and Learning Practices *(as appropriate)*

Lectures	This course uses student centered learning to deliver learning outcomes. Students are expected to do class pre-work that involves both research and analysis on the project being worked on. This work is critical in allowing the facilitator to help guide students through the solving of the issue. Projects are worked on in a progressive manner and missing a class while working on a project is not recommended.
Labs	None
Seminars	None
Workshops	None
Site/Fieldtrip	The course work is often supported by optional fieldtrips to the place of business of companies being studied. Outside guest speakers are brought in to complement the learning taking place in the course.

Course Resources

Required Texts:

None

Recommended Texts:

None

Required Reading:

There are several required readings for the course. These readings are mainly journal and magazine articles posted in the Context section of Courselink.

Other Resources:

Material will be posted on Courselink under course content that is pertinent to the projects. This may include corporate policy manuals, links to articles in trade publications etc.

Field Trips:

TBA

Course Policies

Grading Policies

All project reports and presentation slides are to be submitted via dropbox on the assigned day. Papers will be deducted 25% for each day late.

Course Policy on Group Work:

Both projects will be completed in self-forming groups of three. Your group is to remain together for

both projects. Please consult the instructor if you have any questions.

Course Policy regarding use of electronic devices and recording of lectures

Feel free to record the lectures if you like. Laptops may be used to make notes on the course only. The use of mobile phones in class is prohibited.

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 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 Friday November 2, 2018. For regulations and procedures for Dropping Courses, see the Academic Calendar:

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