

General Course Information

Instructor: Bruce McAdams
Email bmcadams@uoguelph.ca
Office Location MACS 204
Office Hours Tuesdays and Thursday 9:00 – 10:00
Department/School HFTM

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

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

Classroom: MACS 121

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 as students work towards making recommendations for industry partners.

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 'back casting' and 'design thinking' approaches to solving operational issues in hospitality and tourism
7. Research and apply evidence-based research to provide solutions for operational issues

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. All industry partners are businesses that are on the forefront of both social, and environmental sustainability in foodservice/hospitality.

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:	15%	Planet Bean ideation presentation	LO 1 - 3	Thursday Feb 2, in class
Assessment 2:	35%	Planet Bean Final Report	LO 1 - 8	February 17 th , midnight in drop box
Assessment 3:	50%	Restaurant at Pearl Morrisette Final Report	LO 1-8	Sunday April 9 th Drop Box at midnight
Total	100%			

Teaching and Learning Practices

Lectures

Lectures are a key component to this course. To achieve success in this course it is imperative that students attend lectures. Students will be introduced to industry partners during lectures and the instructor uses this time to facilitate and aid students through the consultation process.

Guidelines Around COVID

Ongoing health situations remain fluid. The University of Guelph sets the protocols and guidelines that must be followed by staff, students, faculty, and visitors. Please be sure that you have reviewed all information relating to COVID protocols and any other health-related restrictions for face-to-face interaction in class and on campus. Any changes made by the University once the course has started will be also shared through our CourseLink announcements and email.

Please remember that we are community members within the class and on campus. If you are experiencing symptoms of illness, it is always best to remain at home and connect with your peer team (see above section!) about missed content.

A couple of quick links:

COVID Information for Students:

<https://www.uoguelph.ca/covid19/covid-info-for-students>

UofG Wellness Centre:

<https://wellness.uoguelph.ca/>

Course Resources

Required Text: None

Recommended Text: None

Other Resources: Information pertaining to each consultation will be posted as needed on CourseLink.

Class Schedule:

Tuesday Jan 10: Course introduction and orientation (Group formation for Planet Bean Case, 2-4 members, for RPM you will work on the project by yourself)

Thursday Jan 12: Discussion about Planet Bean project

Tuesday Jan 17: Team from Planet Bean to present

Thursday Jan 19: Recap Planet Bean presentation and 'deliverable'. (What is the objective)

Tuesday Jan 24th: Setting Context

Thursday Jan 26th Idea Generation

Tuesday Jan 31th: Idea Generation Part 2

Thursday February 2nd: Poster Board presentations to Planet Bean and class (20%)

Tuesday February 7th: Evaluation of Ideas and Alternatives

Thursday February 9th: Implementing Recommendations

Tuesday February 14th: Measuring Success and Contingencies

Thursday February 16th Wrapping up Planet Bean

****Planet Bean Project due Friday February 17th at midnight in Dropbox**

Reading week

Tuesday February 28th: Introduction to Project 2: The Restaurant at Pearl Morissette

Thursday March 2nd: Visit from Pearl Morrissette Team

Tuesday March 7th: Review of RPM Presentation (What is the deliverable)

Thursday March 9th: No Class

Tuesday March 14th: Setting the Context

Thursday March 16th: Process and Strategy

Tuesday March 21st: Idea Generation

Thursday March 23: Evaluation

Tuesday March 28th: Recommendations

Thursday March 30th: Measuring Success and Contingencies

Tuesday April 4th: Wrapping up RPM

****Final Report due on Sunday April 9th, midnight in dropbox**

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 another 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 offenses 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 to 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 for 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/>

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 in creating and promoting equity and inclusion within our learning spaces. Creating these kinds of learning cultures is a process, not a destination; it requires an 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.

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 a guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Important University Dates

The schedule of important university dates can be found at:

<https://calendar.uoguelph.ca/undergraduate-calendar/schedule-dates/>

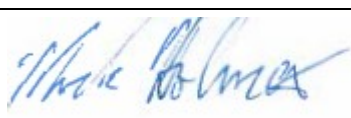
Drop date

The last date to drop one-semester courses, without academic penalty, is **April 10, 2023**. For regulations and procedures for Dropping Courses, see the Academic Calendar:

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

More information about Dropping Courses can also be found here:

<https://www.uoguelph.ca/registrar/coursesadddrop>

Date Submitted to Chair:	
Chair Signature (Approval):	
Date Approved by Chair:	Jan 5, 2023