



MGMT\*4060-02  
Business Consulting  
Applied Community Project  
W20  
0.5 Credits

## General Course Information

**Instructor:** Ruben Burga, PhD., MBA, B.A.Sc., P.Eng.  
**Email:** [rburga@uoguelph.ca](mailto:rburga@uoguelph.ca)  
**Office Location:** MAC220 (MacDonald Hall)  
**Office Hours:** By appointment  
**Department/School:** Department of Management

**Class Schedule:** Thursdays 5:30pm – 6:30pm

**Pre-requisites:** 10.0 credits  
*70% cumulative average and permission from instructor.*

### Restrictions:

## Course Description

This course is an applied community project to examine the tourism and fishing community on Campobello Island, New Brunswick from a sustainable economic viewpoint and provide a report (an environmental scan and economic analysis) that provides a comprehensive evaluation, analysis and recommendations based on available information. Specific topics that will be addressed range from research methodology through selected topics in sustainable tourism, food and hospitality principles; sustainable principles of leadership and multi-sector cooperation; and an integrative view of the local marine environment/economy and community engagement towards sustainability. The course will include an immersive team formation and integration at its outset followed by guided seminars and independent and team study/work aimed at an analysis of the Campobello Island community within the context of sustainable principles. The course will conclude with a report that provides an analysis and a proposal for further field research (to be conducted in the S20 semester).

## Course Learning Outcomes

**Upon successfully completing this course, you will:**

### Knowledge and Understanding:

- 1) Describe the nature of the economic system on Campobello Island

- 2) Describe the vital interactions between the economy and the land and sea resources
- 3) Analyze those interactions through the integration of concepts from social responsibility, sustainable leadership, hotel, food and tourism management research.

#### **Discipline/Professional and Transferable Skills:**

- 4) Identify existing and potential opportunities for economic development
- 5) Describe a preliminary proposal and research plan for community engagement
- 6) Perform research as a group and analyze within the context of preparing an environmental scan/analysis of the economic situation
- 7) Devise several potentially impactful recommendations for economic development

#### **Attitudes and Values**

- 8) Create and present a report based on those recommendations

#### **Summary of Course Content and Materials**

Students will receive an initial grounding in the relevant subjects and strategies, develop a research methodology and plan, and develop an operational/development plan on economic challenges and opportunities that incorporates an environmental scan and economic analysis of the community. Throughout the semester, the students will be supported and guided using resources from faculty and the Campobello community. These interactions will ensure that the initial draft and analysis for Campobello Island reflects the unique opportunities that are present within the community and will support a continued dialogue and support network between the community and the University of Guelph. The team will build on previous work done by the 2018 and 2019 cohorts that went to Campobello Island.

##### **Module 1 (Week 1-3)**

- Introduction to course, team-building exercises, general overview of problems, ideation exercises, goal setting, team contract and project goals

##### **Module 2 (Week 4-5)**

- Principles/applications of sustainability
- Principles of social responsibility, integration of UN SDGs; considerations of humanity's interactions with coastal environments
- Principles/applications of sustainable food management

- Principles/applications of leadership in responsible/sustainable management; multi-sector cooperation principles/applications

#### Module 3 (Week 6-8)

- Dealing with the community, preparing a professional business report.
- CORE tutorial and certificate
- Development/operationalization of research problem/solution, research question, objectives, research methods that need to be used

#### Module 4 (Week 9-10)

- Preparation of final proposal including definition of objectives/problem, research methods.

#### Module 5 (Week 11-12)

- Presentation of a final paper/proposal/report.

### Course Assessment

			<b>Associated Learning Outcomes</b>	<b>Due Date/ location</b>
<b>Assessment 1:</b>	5%	Group contracts [group]	LO 6	Week 2
<b>Assessment 2:</b>	5%	Critical questions [individual]	LO 1, 2, 3, 4, 6	Week 3
<b>Assessment 3:</b>	15%	Concept mapping of issues [group]	LO 1, 2, 3, 4, 6	Week 5
<b>Assessment 4:</b>	15%	Annotated bibliography [group]	LO 1, 2, 3, 4, 6	Week 6
<b>Assessment 5:</b>	10%	Initial proposal [group]	LO 1, 2, 3, 4, 6	Week 9
<b>Assessment 6:</b>	5%	Peer assessments [individual]	LO 1, 2, 3, 4, 6	Week 9
<b>Assessment 7:</b>	30%	Final proposal [group]	LO 1, 2, 3, 4, 6	Week 11
<b>Assessment 8:</b>	10%	Presentation [group]	LO 5, 7, 8	Week 12
<b>Assessment 9:</b>	5%	Personal Reflection [individual]	LO 5, 6	Week 12
<b>Total</b>	<b>100%</b>			

### Teaching and Learning Practices

#### Lectures

This experiential course uses the Lecture sessions as interactive lectures and seminars. Students will need to meet outside of scheduled class time to do their group work and may need to present outside of class time.

### Course Resources

**Required Text:** No textbooks are required for this course.

**Recommended Text:** From time to time, textbooks may be indicated as suitable for additional research.

**Other Resources:**

The course instructor will guide and/or provide additional reference material to allow students to complete their research.

All additional resources will be found through the University of Guelph Library or on the CourseLink website.

## 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](mailto: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 April 3, 2020. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

<b>Date Submitted to Chair:</b>	
<b>Chair Signature (Approval):</b>	
<b>Date Approved by Chair:</b>	11 <sup>th</sup> December, 2019