



# HTM4190 Hospitality and Tourism Operations Planning

Winter 2017

Credit weight: 0.5

## General Course Information

**Instructor:** Bruce McAdams  
*Email* bmcadams@uoguelph.ca  
*Office Location* MACS 204  
*Office Hours* Tuesday and Thursday 1:00 – 2:20  
*Department/School* School of Hospitality, Food and Tourism Management

**TAs** n/a

**Class Schedule:** Tuesday and Thursday 10:00 – 11:20  
MAC 232

**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. Determine what analysis is relevant to solving problems and how to apply such in a critical manner
3. Demonstrate and understanding the importance of 'relationships' in analysis and decision making. (How decisions affect people)
4. Take your thoughts and ideas and communicate them in a clear and concise manner without the help of guidelines.
5. Apply a 'systems thinking' approach to solving operational issues in hospitality and tourism

6. Solve issues in a creative and innovative manner
7. 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 10<sup>th</sup>: Course Orientation

Thursday January 12<sup>th</sup>: Case One: Mini Case on Earls, Day 1

Tuesday January 17<sup>th</sup>: Case One: Day 2

Thursday January 19<sup>th</sup>: Case Two: Planet Shrimp, Day 1, Earls Case Report Due in Class

Tuesday January 24<sup>th</sup>: Case Two: Day 2

Thursday January 26<sup>th</sup>: Case Two: Day 3

Tuesday January 31<sup>th</sup>: Case Two: Day 4

Thursday February: 2<sup>nd</sup>: Case Two: Day 5

Tuesday February 7<sup>th</sup>: Guest Speaker, Ned Bell from OceanWise, Planet Shrimp Report Due in Class

Thursday February 9<sup>th</sup>: Case Three: Bench Brewery, Day 1

Tuesday February 14<sup>th</sup>: Case Three Day 2

Thursday February 16<sup>th</sup>: Case Three Day 3

Reading Week

Tuesday February 28<sup>th</sup>: Case Three: Day 4

Thursday March 2<sup>nd</sup>: Case Three: Day 5

Tuesday March 7<sup>th</sup>: Case Four, Schleigel Villages, Day 1, Bench Brewery Report Due in Class

Thursday March 9<sup>th</sup>: Case Four, Day Two

Tuesday March 14<sup>th</sup>: Case Four, Day Three

Thursday March 16<sup>th</sup>: Guest Speaker: Executive in Residence

Tuesday March 21<sup>th</sup>: Case Four, Day Four

Thursday March 23<sup>rd</sup>: Case Four, Day Five

Tuesday March 28<sup>th</sup>: TBA

Thursday March 30<sup>th</sup>: No Class, Schleigel Villages Report Due noon in my office

## Course Assessment

			<b>Associated Learning Outcomes</b>	<b>Due Date/ location</b>
<b>Assessment 1:</b>	10%	<i>Mini Case Earls</i>	2,3,5,7	<i>Jan 19th</i>
<b>Assessment 2:</b>	30%	<i>Planet Shrimp Report</i>	1,2,3,6	<i>Feb 7th</i>
<b>Assessment 3:</b>	30%	<i>Bench Brewery Report</i>	3,4,5,	<i>Mar 7th</i>
<b>Assessment 4:</b>	30%	<i>Scheigel Villages Report</i>	1,2,3,4,5,7	<i>Mar 30th</i>
<b>Total</b>	<b>100%</b>			

## 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

### Lab Manual:

None

## **Other Resources:**

Material will be posted on D2L 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 are to be handed in at the beginning of class in hard copy. Papers will be deducted 25% for each day late.

### **Course Policy on Group Work:**

There is no formal group in this course. It is recommended that you work in informal project groups to help create discussion, facilitate ideas and generate research and analysis. Analysis make be created with a partner or groups but must be referenced so in the report. 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](mailto: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 October 31, 2014. For regulations and procedures for Dropping Courses, see the Academic Calendar:

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