



EFFECTIVE: JANUARY 2012
CURRICULUM GUIDELINES

A. Division:	Academic	Effective Date:	January 2012
B. Department / Program Area:	Commerce & Business Admin. Hospitality Management	Revision	<input checked="" type="checkbox"/> New Course <input type="checkbox"/>
		If Revision, Section(s) Revised:	A, B, C, F, H, L
		Date of Previous Revision:	November 2009
		Date of Current Revision:	January 2012
C:	HOSP 2455	D:	Hospitality Business Policy Simulation
	Subject & Course No.		Descriptive Title
		E:	3
			Semester Credits

F: Calendar Description:

This course is a “capstone” course, which reinforces key hospitality business policy issues in marketing, human resources, management accounting and hospitality operations. The course combines the case method of instruction and management simulation software around which teams of students analyze, synthesize and evaluate scenarios to come up with best-case solutions. The cases have been selected to mirror the various disciplines that comprise the HOSP program.

G: Allocation of Contact Hours to Type of Instruction / Learning Settings	Primary Methods of Instructional Delivery and/or Learning Settings:	H: Course Prerequisites:
	Lecture and Seminar	(HOSP 1120 or CSIS 1110) and HOSP 1220 and HOSP 2240 and HOSP 2310 and HOSP 2330 and HOSP 2415 and HOSP 2445.
	Number of Contact Hours: (per week / semester for each descriptor)	The following may be taken as corequisites: HOSP 2240 and HOSP 2310 and HOSP 2330 and HOSP 2415 and HOSP 2445.
	Lecture: 3 Hours Seminar: 1 Hour Total: 4 Hours	I: Course Corequisites: Nil
Number of Weeks per Semester:	15 Weeks X 4 Hours per Week = 60 Hours	J: Course for which this Course is a Prerequisite Nil
		K: Maximum Class Size: 35

L: PLEASE INDICATE:

<input type="checkbox"/>	Non-Credit
<input type="checkbox"/>	College Credit Non-Transfer
<input checked="" type="checkbox"/>	College Credit Transfer:

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)

M: Course Objectives / Learning Outcomes

At the end of the course, the successful student should be able to:

1. Analyze a case and develop skills in problem identification and opportunity exploitation;
2. Apply management skills in a proactive manner;
3. Develop alternative strategies for dealing with hospitality marketing or operations issues;
4. Demonstrate insight in the analysis of alternatives and selection of the optimum alternative;
5. Analyze cases on hotels and restaurants and identify problems and opportunities; demonstrating an understanding of the alternatives that are realistic for the subject business;
6. Demonstrate practiced team building skills;
7. Demonstrate presentation and communication skills;
8. Distinguish between ethical and unethical behaviour.
9. Make marketing and operating decisions to maximize profitability in a simulated market place.

N: Course Content:

1. Ethical Issues
2. Strategic Planning
3. Structure and Policies
4. Problem Solving/Decision Making
5. Group Process
6. Diversity
7. Leadership
8. Presentation Skills
9. Marketing
10. Operations
11. Human Resources
12. Management Accounting

O: Methods of Instruction

Case Analysis, Management Simulation Software, Industry Presentations, Group Business Policy Project(s)

P: Textbooks and Materials to be Purchased by Students

Case Package as specified by Instructor
and/or
Williams, A.G. *Hospitality Cases in Marketing and Operations*, Latest ed. Prentice Hall Pearson.
and/or
Nykiel, R.A. *Hospitality Management Strategies*, Latest ed. Prentice Hall Pearson.
and/or
Hinkin, Timothy R. *Cases in Hospitality Management, A Critical Incident Approach*, Latest ed. JW&S,
Toronto.

Q: Means of Assessment

Attendance	10%
Assignments	20 - 40%
Tests	30 - 40%
Simulation Exercises	20 - 40%
Presentations	<u>20 - 30%</u>
	<u>100%</u>

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No

Course Designer(s): Mark Elliott

Education Council / Curriculum Committee Representative

Interim Dean: Julie Crothers

Registrar