



EFFECTIVE: JANUARY 2011
CURRICULUM GUIDELINES

A. Division: **Education** Effective Date: **January 2011**

B. Department / Program Area: **Commerce & Business Admin. Hotel and Restaurant Management** Revision New Course

If Revision, Section(s) Revised: **L**

Date of Previous Revision: **October 2009**
 Date of Current Revision: **September 2010**

C: **HORM 2455** D: **Hospitality Business Policy Simulation** E: **3**

Subject & Course No.	Descriptive Title	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 HORM program.

G: Allocation of Contact Hours to Type of Instruction / Learning Settings

Primary Methods of Instructional Delivery and/or Learning Settings:

Lecture and Seminar

Number of Contact Hours: (per week / semester for each descriptor)

Lecture: 3 Hours
Seminar: 1 Hour
Total: 4 Hours

Number of Weeks per Semester:

15 Weeks X 4 Hours per Week = 60 Hours

H: Course Prerequisites:

HORM 1120 and HORM 1220 and HORM 2240 and HORM 2310 and HORM 2330 and HORM 2415 and HORM 2445.

The following may be taken as corequisites: HORM 2240 and HORM 2310 and HORM 2330 and HORM 2415 and HORM 2445.

I: Course Corequisites:

Nil

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>

HORM 2455 Hospitality Business Policy Simulation

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

No

Course Designer(s): **Steve Rowe**

Education Council / Curriculum Committee Representative

Dean / Director: **Robert Buller**

Registrar

© Douglas College. All Rights Reserved.