

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY  
SAULT STE. MARIE, ONTARIO

**COURSE OUTLINE**

**COURSE TITLE:** GRADUATE PROJECT

**CODE NO** HMG245 **SEMESTER:** FOUR

**PROGRAM:** HOTEL & RESTAURANT MANAGEMENT

**AUTHOR:** DAVID WRIGHT

**DATE** JANUARY, 1994

**PREVIOUS OUTLINE DATED:** JANUARY, 1993

New Revision: X

**APPROVED:** DEAN, SCHOOL OF BUSINESS & HOSPITALITY **DATE**

GRADUATE PROJECT

HMG245

**COURSE NAME**

**COURSE CODE**

**TEXTS**

"The Restaurant Book' by Wares and Rudnick  
"The Inn Business"  
"Design in Tourism"  
"Design in Hospitality"  
"Small Business Management Fundamentals" by Szonyi

**REFERENCE TEXTS**

- Prescribed texts from all previous and concurrent courses in the program
- Trade Journals and relevant Government Publications
- "Special Atmosphere for Food Service", by Wilkinson

**COURSE DESCRIPTION:**

This course includes procedures for starting up a business in the hospitality sector. Students will select their choice of operation. Through the use of previous course subjects, the student will prepare a Business Plan including detailed sections on Finance and Capital, Design Production, Human Resources, and Marketing which will reflect the successful outcome of their initial selection.

**METHODS;**

At predetermined dates in the semester, the student will present various stages of their project having made use of the expertise available to them on campus, in government offices, lending institutions and hospitality industry managers.

**EVALUATION:**

Term Presentations (Assigned Dates)	30%	A+	90-100%
		A	80- 89%
Final Completion	70%	B	70- 79%
		C	60- 69%
	100%	R	under 60

Assignments will be accepted on their due dates only.

It is highly recommended that upon the return of each phase's first submission, the student avail themselves of the instructor on their own time to access recommended changes or improvements.

**SESSIONAL OBJECTIVES;**

Upon successful completion of this course, the student will be able to:

1. Prepare a Business Plan concentrating on Finance, Capital, Production, Marketing and Human Resources.
2. Analyze the balance sheet and income statement with regard to starting a new business.
3. Prepare a cash flow, income statement and balance sheet projections for a business.
4. Design a Marketing Programme.
5. Prepare for Human Resource requirements, acquisition and motivation.
6. Select the best organization for their chosen business.
7. Develop a working knowledge of where to access information, funding, and equipment to establish a business in the hospitality field.

**HOSPITALITY PROJECT;**

This project is in lieu of a final exam. The final submission of this completed project is due on April 22 and will constitute 70% of your mark. The requested assignments on their due dates will determine 30% of your mark.

The main purpose of this project is to give you practical experience in acquiring the knowledge of funding, researching, planning and organizing your own business structure. The decisions you make during this process will affect the final outcome.

To make this a viable effort, you may make the following assumptions.

1. You have won \$350,000 in a lottery and wish to open your own business.
2. Any property in Sault Ste. Marie is available (lease, rent or purchase).
3. Franchises are overplayed. You need to start up with your own idea.

**EVALUATION CRITERIA:**

**Phase One:** Choice of Operation

- Ownership, Type and Why
- Site, Location Analysis
- Market Survey
- Product Identity (related to survey & analyses)
- Pricing Decision (related to surveys and financial position)

**Due Date**

**Phase Two** Forecast and Budget

- 1. Projected Revenues
- 2. Projected Operating Costs
- 3. Labour and Food Costs
- 4. Fixed Costs
- 5. Proforma Balance Sheet

**Due Date**

**Phase Three** Layout and Design

- 1. Location
- 2. Service Work Flow
- 3. Equipment Needs
- 4. Guest Traffic Flow-Pedestrian and Vehicular

**Due Date**

**Phase Four:** Advertising and Promotion

- 1. Advertising, Media Use
- 2. In-House; Point of Purchase merchandising methods
- 3. Community image, personnel and corporate Local involvement related to market segments
- 4. Promotional ideas, methods of implementation, and rationale and control of feedback

**Due Date**

GRAD PROJECT

HMG245

**Phase Five:** Organizational Structure

1. Job descriptions, performance standards, staffing models and policies & procedures
2. Control systems and reports
3. Cash control
4. Audits and inventories
5. Asset protection, fixed and liquid

**Due Date**

**Phase Six:** Scale Mock-ups of Interior and Exterior

1. Appearance & relation to market/product (theme)
2. Visibility, impact and accessibility
3. Theme development, if used
4. Parking and Service Systems

**Due Date**

**TOTAL PROJECT WITH AMENDMENTS COMPLETED AND RETURNED ON**

**APRIL 20, 1994**

To complete this project successfully follow the outline in "The Inn Business". Here are some "clues".

Funding: Financial Institutions, Government Agencies, and operational subsidies.

The Market: Define .... Who, What, Where, When and How  
Identify... The 6 "Ps" - Product, Price, People,  
Promotion, and Performance

It will take considerable effort for you to reach these answers. A Chartered Accountant, Economic Development Officer, Tourism Consultant, Banker, Inspectors of Health, Hotel Fire Safety, and the LLBO, may contribute to making your effort more effective.

Remember, you are not expected to know all the answers. You should learn that even in business, you may use others' input to reach your decisions. This project is designed to help you overcome the barrier that most feel in asking for input. You must "have your act together" so that these people can give you valid advice. Before approaching them you should have set your objective for the meeting and the desired outcome.

All decisions should be backed by statistical data that may be available through Federal, Provincial, or Municipal agencies and through trade information in the Library. Be assured that decisions developed on intuition or "gut" level do not get money out of banks and other lenders.

#### **REFERENCE MATERIAL**

- 1) How to Finance a Restaurant
- 2) Minding Your Own Business (F.D.B.D.)
- 3) Starting a Small Business in Ontario (Ministry of Economic Development and Trade)
- 4) Tourism is your Business (Tourism Canada), in Library  
10 video segments in the Audio Visual Department

OVERALL EVALUATION:

1. Report and Essay format in presentation.
2. Use of graphics, photos and charts to back up proposal.
3. Evidence of research through use of available data in the College library, Ministry of Tourism, Culture & Recreation, City Hall, Economic Development Corporation, Algoma Kinniwabi Tourism Association and Sault Ste. Marie Real Estate Board.
4. Use of statistical information proper to the concept presented.
5. Realistic facts on forecasting and budgeting.