

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO


COURSE OUTLINE

Course Title: FINANCE AND INVESTMENTS/GRAD PROJECT
Code No.: HMG 243
Program: HOTEL & RESTAURANT MANAGEMENT
Semester:
Date: SEPTEMBER 1983
Author: KEITH MAIDENS, MCHI

New:

Revision

APPROVED;



efiaTrperson

Date

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FINANCE AND INVESTMENTS/GRAD PROJECT
Course Name

HMG 243
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TEXTS:

"The Inn Business"
"Design in Tourism"
"Design in Hospitality"

REFERENCE TEXTS:

Prescribed texts from all previous courses in program.
Trade journals.
"Special Atmosphere for Food Service", by Wilkinson-Cahner.
Relevant government publications.

The student will select his choice of hospitality operation. Through the use of his previous course subjects, he will, through marketing, planning and organizing, advertising and promotion, hiring and training, forecasting and budgeting, design and present the successful outcome of his initial selection.

METHODS:

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

EVALUATION:

| | |
|--|-----|
| Term Presentation: (Assigned dates) | 30% |
| Final Total Completion: | 70% |

Assignments will be accepted on their due dates only.

HOSPITALITY PROJECT

This project is in lieu of a final Exam. The final submission of the completed project is due on _____ ^ 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 the knowledge of funding, planning and organizing for your own business structure.

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

- (1) You have won \$300,000.00 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 in the area and you must start up your own idea.

The assignments should basically follow your course and text outline.

- (A) Type of operation and why?
- (B) Type of ownership and why?
- (C) Location and why?

DUE DATE

- (D) Forecasted budget of operations for one year.

DUE DATE _____

- (E) Scale layout of interior
- (F) Equipment needs
- (G) Equipment layout

DUE DATE

- (H) Complete marketing analyses with pre-opening publicity and promotion schedule for first-year promotions.

DUE DATE

(I) Management control systems

DUE DATE

(J) Scale mock up of exterior

DUE DATE

Total project with amendments completed and returned on

Major item to consider.....

Follow outline in "The Inn Business".

Funding: Institutions, Government Agencies, operational subsidies.

The Market; who, what, where, how, when,
Product, Price, People, Package, Promote, Performance.

You will arrive at these answers after considerable effort. An accountant, Industrial Commissioner, Tourism Consultant, Banker, Health Inspectors, L.L.B.O Inspectors all may contribute to making your effort more effective.

Remember, you are not expected to know all the answers, even in business, you *may* use others input to arrive at your decisions. This project is designed to overcome that barrier that most feel in asking for input. You will have to have your act together so that these people can give you valid advice. They cannot help if they do not have the information required.

All decisions must be backed by statistical data that may be available through Provincial, Municipal, or Trade Information available in the Library. Decisions or ideas developed at a "gut" level do not get money out of banks and institutions.....

Reference Material:

How to Finance a Restaurant

F.D.B. Series "Minding Your Own Business".