



COURSE OUTLINE: HTM103 - E-BUS & TECH SYSTEM

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Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

Course Code: Title	HTM103: E-BUSINESS & TECH SYSTEM FOR THE H&T IND
Program Number: Name	1076: HOSPITALITY MGNT
Department:	CULINARY/HOSPITALITY
Semesters/Terms:	20F, 21W, 21S
Course Description:	This course provides a comprehensive review of the technology systems that add value, generate revenue and become part of an organization's overall business strategy in the hospitality and tourism industry. Course material will cover digital and mobile ecosystems, e-marketing and e-commerce tools that when applied can result in increased sales, market share and greater quality and cost effectiveness.
Total Credits:	3
Hours/Week:	3
Total Hours:	45
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course:	1076 - HOSPITALITY MGNT
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 2 Use qualitative and quantitative metrics to recommend services marketing and sales strategies in a global context.
	VLO 6 Evaluate existing business and marketing programs to generate recommendations for local and global initiatives that support the strategic alignment of the organization's business plan.
	VLO 10 Prepare verbal, written and digital materials for the procurement of local and global services and commodities.
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 4 Apply a systematic approach to solve problems. EES 5 Use a variety of thinking skills to anticipate and solve problems. EES 6 Locate, select, organize, and document information using appropriate technology and information systems. EES 7 Analyze, evaluate, and apply relevant information from a variety of sources. EES 10 Manage the use of time and other resources to complete projects. EES 11 Take responsibility for ones own actions, decisions, and consequences.
Course Evaluation:	Passing Grade: 50%, D A minimum program GPA of 2.0 or higher where program specific standards exist is required

In response to public health requirements pertaining to the COVID19 pandemic, course delivery and assessment traditionally delivered in-class, may occur remotely either in whole or in part in the 2020-2021 academic year.



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for graduation.

Books and Required Resources:

Technology Strategies for the Hospitality Industry by Nyheim, P.D.
Publisher: Pearson Edition: 3rd
2018

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Understand the broad range of uses for technology in the Hospitality & Tourism Industry and how to use it to gain a competitive advantage.	1.1 Understand the importance of IT to the Hospitality & Tourism industry 1.2 Distinguish between a variety of Hospitality & Tourism industry careers and explain how IT assists them 1.3 Understand competitive advantage and how IT advances have/can achieve it for both companies and individuals in their careers 1.4 Gain a basic understanding of computing, networking, and the internet 1.5 Distinguish between operating system software and application system software 1.6 Identify current trends and technology advances and how they have the potential to impact the Hospitality & Tourism industry
Course Outcome 2	Learning Objectives for Course Outcome 2
Understand digital marketing and e-commerce in the Hospitality & Tourism industry.	2.1 Identify and distinguish between the many channels of customer interaction with Hospitality & Tourism industry brands 2.2 Gain understanding of existing e-commerce technologies and how they engage customers 2.3 Describe digital marketing methods and identify the appropriate methods to employ in a strategic and integrated marketing campaign 2.4 Identify modern security threats in the Hospitality & Tourism industry and efforts to counteract them
Course Outcome 3	Learning Objectives for Course Outcome 3
Describe the technology used in restaurants and be able to illustrate the advantages gained for both managers and their customers.	3.1 Explore restaurant management systems and the many efficiencies they create 3.2 Describe how customers use technology prior to visiting the restaurant and how that can be leveraged to create customer expectation 3.3 Discuss and evaluate the use of new technology to augment the customer experience in the restaurant 3.4 Understand trends in payment options and the security risks inherent in payment processing
Course Outcome 4	Learning Objectives for Course Outcome 4
Describe the technology used in hotels/resorts and be able to illustrate the advantages gained for both managers and their customers.	4.1 Gain an appreciation for customer relationships and understand the guest lifecycle beyond simple transactions 4.2 Describe the complexity of the Property Management System (PMS), its many functions, and how it is used to run the modern hotel/resort 4.3 Understand the importance of integration of the PMS to

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	<p>other systems (eg. global distribution, activity management, or financial systems)</p> <p>4.4 Describe how the rise of mobile devices impacts current and future trends towards customer use of mobile devices to augment their experience, as well as the impact of mobile devices on traditional hotel/resort services</p> <p>4.5 Explain how technology is used to make meeting and event planning more efficient</p> <p>4.6 Differentiate between the planning, event, and attendee experience phases of meetings and events, and identify current and future trends in each.</p>
Course Outcome 5	Learning Objectives for Course Outcome 5
Understand the complexities of reservation distribution in the Hospitality and Tourism Industry	<p>5.1 Define distribution and explain channels</p> <p>5.2 Understand global distribution systems and the importance of real-time information processing</p> <p>5.3 Explain how Hospitality and Tourism companies use distribution channels to compete</p> <p>5.4 Understand how the internet has changed the nature of the relationship between buyer and seller, and intermediaries</p> <p>5.5 Describe current and future trends in Hospitality and Tourism reservation distribution</p>
Course Outcome 6	Learning Objectives for Course Outcome 6
Analyze data and how it transformed into knowledge in Hospitality and Tourism	<p>6.1 Understand the importance of data to the Hospitality and Tourism industry, and the critical decisions and steps to be made to acquire, store, and protect it</p> <p>6.2 Identify the value of the digital database, how it works, and its role in Customer Relationship Management (CRM)</p> <p>6.3 Define business intelligence and appreciate the importance of quality data to Hospitality and Tourism companies</p> <p>6.4 Describe the balanced scorecard and illustrate why comprehensive data analysis is critical to success in this industry</p>
Course Outcome 7	Learning Objectives for Course Outcome 7
Explain Virtual Reality (VR) and Augmented Reality (AR) and describe the opportunities presented by these new technologies	<p>7.1 Define VR and AR and illustrate examples of their use</p> <p>7.2 Understand the VR/AR device landscape and adoption predictions</p> <p>7.3 Evaluate VR/AR opportunities in Tourism and Hospitality</p> <p>7.4 Explain how Artificial Intelligence can help Hospitality and Tourism companies to deliver better customer experiences</p>
Course Outcome 8	Learning Objectives for Course Outcome 8
Evaluate best practices in Hospitality and Tourism technology systems purchasing	<p>8.1 Differentiate between personal and business purchasing</p> <p>8.2 Understand and calculate ROI</p> <p>8.3 Articulate the business purchasing process</p> <p>8.4 Understand best practices for implementation of technology systems</p>

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight

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	Assignments	70%
	Mini Tests	10%
	Test #1	10%
	Test #2	10%

Date: August 18, 2020

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.

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