COURSE OUTLINE: HTM204 - H&T CAPSTONE PROJECT

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Course Code: Title	HTM204: HOSPITALITY & TOURISM CAPSTONE PROJECT
Program Number: Name	1076: HOSPITALITY MGNT
Department:	CULINARY/HOSPITALITY
Semesters/Terms:	20W, 20S, 21W
Course Description:	This course is the final project to demonstrate the core competencies required in the hospitality and tourism industry. In the exploration of a topic, students will research, delineate, apply and develop a strategic plan for a mock hospitality case. A final presentation and submission will include a feasibility study, market analysis, business plan and implementation strategy.
Total Credits:	4
Hours/Week:	4
Total Hours:	60
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: **Please refer to program web page for a complete listing of program outcomes where applicable.**	**1076 - HOSPITALITY MGNT** VLO 1 Support business development by taking into account economic, political, social, global, and intercultural factors that influence the development of services, marketing strategies, customer retention, and sales programs. VLO 8 Support the development of a service delivery model and implementation plan to account for practices within global settings. 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 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. 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 8 Show respect for the diverse opinions, values, belief systems, and contributions of others. EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals. EES 10 Manage the use of time and other resources to complete projects. EES 11 Take responsibility for ones own actions, decisions, and consequences.

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Course Evaluation:	
Books and Required Resources:	No textbook required The culmination of all program course resources.

Course Outcomes and Learning Objectives:

Course Outcome 1	**Learning Objectives for Course Outcome 1**
1. Investigate and explore the opportunities and challenges of the various segments of the hospitality and tourism industry.	1.1 Identify the strengths and limitations of the hospitality and tourism industry. 1.2 Assess the major external influences that impact the industry. 1.3 Investigate some potential future opportunities that could benefit the industry. 1.4 Assess the major challenges facing the hospitality and tourism industry. 1.5 Compile all data/findings in a manner suited to analysis. 1.6 Summarize the findings and share the information with the class.
Course Outcome 2	**Learning Objectives for Course Outcome 2**
2. Apply all knowledge gained in the program and complete a strategic plan for a mock hospitality case.	2.1 Demonstrate effective leadership in engaging the class group in idea generation and selection. 2.2 Evaluate specific challenges/opportunities using proven project tools. 2.3 Critique possible solutions using proven project tools. 2.4 Identify and formulate an action plan to engage industry stakeholders. 2.5 Formulate the research question most suitable to obtaining meaningful results. 2.6 Create a work plan to complete the research project.
Course Outcome 3	**Learning Objectives for Course Outcome 3**
3. Effectively manage the project requirements in a team focused environment.	3.1 Maintain a professional interest in meeting the research project objectives. 3.2 Employ learned expertise in a specific investigation, the subsequent analysis of findings and the various reporting documents. 3.3 Complete a feasibility study based on recommended solutions. 3.4 Complete a market analysis related to the specific challenge or opportunity being studied. 3.5 Build a business plan to achieve the desired outcomes of the hospitality and tourism research project.
Course Outcome 4	**Learning Objectives for Course Outcome 4**
4. Complete an implementation strategy based on the conclusions and recommendations put forth in the research project.	4.1 Discuss the measurement of outcomes and what would indicate a successful implementation. 4.2 Evaluate the significance of the primary and secondary data collected. 4.3 Use available statistical or scientific means to validate conclusions and support recommendations.
Course Outcome 5	**Learning Objectives for Course Outcome 5**
5. Prepare a detailed report of the research project	5.1 Draft a detailed communication plan of the research. 5.2 Create a presentation to communicate the team`s findings.

	findings.	5.3 Generate other visual and written material to supplement the presentation. 5.4 Present the research project to industry stakeholders, professor and student peers. 5.5 Submit the final group research project to the professor. 5.6 Complete a group evaluation and self-evaluation of the team`s research process and completed report.

Evaluation Process and Grading System:		
	Evaluation Type	**Evaluation Weight**
	Assignments	20%
	Capstone Project	50%
	Participation	10%
	Quizzes	20%

Date:	June 19, 2019

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