

COURSE OUTLINE		
TERM: Fall 2018	COURSE NO: TOUR 435	
INSTRUCTOR:	COURSE TITLE: Applied Project Management in Tourism	
OFFICE: LOCAL: E-MAIL:	SECTION NO(S):	CREDITS: 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams. This course may also be offered in mixed mode.

COURSE PREREQUISITES

75 credits of 100-level or higher coursework including TOUR 335

CALENDAR DESCRIPTION

This course will provide students with an opportunity to apply concepts and skills learned from diverse courses through a team-based project. By solving a real problem for a client organization, students will integrate previous course content and project management techniques to deliver a high-quality solution. The project may include deliverables for one or more functional areas including Strategic Planning, Marketing, Human Resources and Product Development. Wherever possible, students will be working on student teams and project topics that correspond to their individual career path aspirations.

COURSE NOTE

TOUR 435 is an approved Experiential course for Cap Core requirements.

REQUIRED TEXTS AND/OR RESOURCES

There is no textbook for this course; TOUR 335 resources, as well as resources from all past courses, will be very valuable.

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

1. Apply strategic thinking as a framework to analyze and diagnose an organizational problem for a tourism business with a clear understanding of the internal and external environments.
2. Conduct relevant research and use theoretical concepts to evaluate tourism management situations using experience-based judgment and critical thinking to make effective decisions.

3. Depending upon the specific organizational problem, conduct research and apply appropriate tools and frameworks to solve problems in the areas of leadership, communication, finance, technology, marketing and sales, operations and human resources.
4. Communicate effectively with industry client and other stakeholders using appropriate terminology, language and professionalism typical of an industry practitioner in a variety of settings.
5. Apply the fundamentals of sustainability to tourism management decisions.
6. Evaluate, select and use appropriate and effective strategies to work with, lead and manage diverse individuals and groups, leveraging team members' strengths, mitigating weaknesses, and overcoming team dynamic challenges in a professional manner.
7. Analyze and assess tourism management situations in order to demonstrate appropriate professional appearance, attitudes and behaviours.

Students who complete this Experiential course will be able to do the following:

1. Critically reflect on their progress and development in the context of the course and assess the utility of the acquired knowledge, skills and values in the learner's personal, academic, or professional trajectory.
2. Apply the skills and knowledge of a given discipline or professional context, including working collaboratively in both leadership and team roles.

COURSE CONTENT

In order to facilitate student learning and in-class discussion, students are expected to complete ALL assigned readings BEFORE each class. Readings and lecture topics may change and/or additional readings assigned as appropriate. Please consult with your instructor and the course syllabus.

WEEK	TOPIC
1	Intros and Course overview; Strategy review Inventory of skills and knowledge; team formation; Toolkit
2	Applied Industry Project (AIP): - Project initiation - Project plan; Collaboration (Slack)
3	Using strategic management framework to execute strategic thinking Applied Industry Project (AIP): - Approaching the case - Understanding the internal and external environments
4	Applied Industry Project (AIP): - Diagnosing and prioritizing the problems
5	Applied Industry Project (AIP): - Generating alternatives to solve the problem - Using decision tools and criteria to develop recommendations
6	Applied Industry Project (AIP): - Generating alternatives to solve the problem

WEEK	TOPIC
	<ul style="list-style-type: none"> - Using decision tools and criteria to develop recommendations - Implementation plans
7	Applied Industry Project (AIP): <ul style="list-style-type: none"> - Developing client presentations
8	Applied Industry Project (AIP): <ul style="list-style-type: none"> - Practice presentations, feedback and revisions
9	Applied Industry Project (AIP): <ul style="list-style-type: none"> - Project meeting with client - Next steps after client presentation - Revising project plans to include new deliverables based on recommendations
10	Applied Industry Project (AIP): <ul style="list-style-type: none"> - Project deliverables
11	Applied Industry Project (AIP): <ul style="list-style-type: none"> - Class discussion on project deliverables
12	Applied Industry Project (AIP): <ul style="list-style-type: none"> - Practice presentations, feedback and revisions
13	Applied Industry Project (AIP): <ul style="list-style-type: none"> - Project meeting with client Peer evaluation exercise Course wrap-up and project debrief Introduce reflection assignment
14- 15	Reflection Assignment Due/Final Exam Period

EVALUATION PROFILE

Assessment	% of Final Grade
Toolkit component	5%
Applied industry project:	
1. Kickoff meeting with client	5%
2. Project CHARTER and PLAN	10%
3. Development & evaluation of alternatives	20%
4. Presentations	15%
5. Deliverables	20%
Overall professionalism, participation in, and contribution	10%
Reflection on Professional Practice	15%
Total	100%

***Please note: You MUST pass the individual portion of the course in order to pass this course**

ASSIGNMENTS

The assignment structure for this course is determined by the instructor in accordance with the learning outcomes outlined above. Please refer to the course syllabus and Moodle site for a detailed breakdown.

Written Assignments: This course will include a combination of short written assignments (e.g. reading responses, primary source analysis, article review) and/or longer assignments that are dependent on client need and specific project identified.

Participation: Participation grades are based on the consistency, quality, and frequency of contributions to class discussions. Consistency means attending every class, maintaining a positive and respectful presence in the classroom, and actively contributing to discussions on a regular basis. Quality means demonstrating respect for peers and their contributions; listening attentively during lectures and when other students are speaking; and participating in all activities with an open and inquisitive mind.

Presentations: This course includes a presentation component, which is group based and delivered to the client. Detailed instructions will be provided in class and on Moodle.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at the beginning of the class on the due date listed unless otherwise indicated on the course syllabus. If you anticipate handing in an assignment late, please consult with your instructor beforehand. See course syllabus for penalties associated with late assignments.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Rescheduling will not be allowed for reasons such as holidays or work conflict, nor shall re-scheduling be possible after exams have been graded and returned. Please consult with your instructor. Final Exams are to be written on the date and time scheduled.

Attendance

Students are expected to attend all classes and associated activities. Attendance is mandatory if the delivery of this course is through a weekend based format. For penalties associated with missed classes please see course syllabus.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for note-taking only or when working in groups on tasks assigned by the instructor.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <http://www.capilanou.ca/services/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy S2017-05 for more information: <http://www.capilanou.ca/about/governance/policies/Policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including [B.401 Sexual Violence and Misconduct Policy](#) and [B.401.1 Sexual Violence and Misconduct Procedure](#).

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

DEPARTMENT OR PROGRAM OPERATIONAL DETAILS

See course syllabus