



School of Business & Creative Design

HOSPITALITY AND TOURISM MANAGEMENT PROGRAM

Course Outline – Term Winter 2014

HAT 4053 HB1

Business Planning & Strategy

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| REVISED BY: | Audrey Markham-Sloat and Marilyn Neville | Spring 2011 |
| | Audrey Markham Sloat | Winter 2014 |

Approved by: Yvonne Clarke, Associate Dean

Prerequisite: HAT 3084

HAT 2054

Corequisite:

1. Course Description

This course will provide the student with an opportunity to develop required skills sets in business planning and strategy development. Learners will be exposed to many facets of business development including entrepreneurship, financial planning and resource management. Emphasis will be placed on developing the business plan, logistics, strategy formulation and plans for execution.

2. General Education and Essential Employability Skills

This course provides the following provincial Essential Employability Skills:

- #1: Communication
- #2: Numeracy
- #3: Critical Thinking and Problem Solving
- #4: Information Management
- #5: Interpersonal
- #6: Personal

Is this course approved as a General Education course?

☒

No

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Yes

Students should refer to their program's restricted General Education courses for final determination.

3. Learning Outcomes

1. Discuss characteristics and component of successful entrepreneurial operations
2. Identify sources of information for creating and running a small business
3. Complete the components of a basic business plan
4. Actively participate in the simulated planning and operation of an ongoing hospitality enterprise
5. Assess own abilities in the planning and operation of a simulated business

4. Learning Objectives

| | Learning Outcome Reference Number |
|--|--------------------------------------|
| Unit 1 | |
| 1. 1 Discuss characteristics and component of successful entrepreneurial operations | [1] |
| 1. 2 Identify personality traits of successful entrepreneurs | [1] |
| 1. 3 Assess your potential as an entrepreneur | [1] |
| 1. 4 Discuss common lifestyle demands placed on an entrepreneur | [1] |
| 1. 5 Identify various legal forms of business | [1] |
| Unit 2 | |
| 2.1 Identify sources of information for creating and running a small business | [2] |
| 2.2 Develop a list of resources available in the community, as well as externally, that can provide assistance to the entrepreneur | [2] |

- 2.3 Conduct an interview with an entrepreneur to assess start up issues that may impact future decisions [2]
- 2.4 Utilize research information in the decision making process [4]

Unit 3

- 3.1 Explain the basic components of a business plan [3]
- 3.2 Prepare the concept portion of a business plan [3]
- 3.3 Discuss the components of a feasibility study [3]
- 3.4 Explain the marketing requirements of a business plan [3]
- 3.5 Summarize the operational necessities to be identified in a plan [3]
- 3.6 Outline the financial portion of the business plan [3]
- 3.7 Discuss additional decisions to be made when purchasing an existing business [3]
- 3.8 Evaluate the effectiveness of a business plan [3]

Unit 4

- 4. 1 Assume a creative role in the management of a simulated hospitality and tourism business [4]
- 4. 2 Compete actively with other peer operated businesses [4]
- 4. 3 Create and implement a plan for the success of a simulated business [4]
- 4. 4 Examine financial statements and bank transactions to validate operational decisions. [4]
- 4. 5 Acquire ongoing daily business acumen and owner dedication [4]
- 4. 6 Strengthen core competencies in basic accounting, inventory management, human resources, marketing, and operations management [4]
- 4. 7 Discover the strict discipline and accountability required to succeed in a hospitality and tourism business [4]
- 4. 8 Assess the impact of consumer traffic and how public perception can affect sales [4]
- 4. 9 Use creative problem solving to develop new solutions to old problems [4]
- 4. 10 Develop and apply a systematic problem solving approach to handling a variety of challenges and 'happenstance' variables [4]
- 4. 11 Explain management's ultimate accountability for the outcomes, growth and success (or failure) of a hospitality and tourism business [4]
- 4. 12 Improve communication skills as demonstrated by ongoing participation in online business communications [4]
- 4. 13 Perform a self-assessment of your performance while participating in the simulation [5]

5. Resource Supplies

a. Required:

Simulation – TBA

Recommended:

Skinner, James R., Business Plan to Business Reality: Starting and Managing Your Own Business in Canada, 3/E, Pearson Education Canada, 2012. ISBN #10-0135093333

b. Supplemental:

Readings related to the course topic will be assigned for the purpose of discussion and review.

The student is encouraged to utilize various sources of current knowledge including the large selection of periodicals on CD Rom in the resource centre and the thousands of related sites on the World Wide Web.

6. Methodology

Lectures, discussion and industry guests will provide the learner with necessary information to successfully complete this course. Computer based simulation and situation analysis offer the student an opportunity to be involved in actual problems or situations faced by Hospitality & Tourism professionals.

The course will be taught with a combination of online and classroom experiences. Two hours will be scheduled in the classroom each week, and approximately one hour of additional unscheduled online material is provided to allow the student to attain the learning outcomes and objectives successfully. Homework, readings, and assignments are additional to the online materials.

7. Student Evaluations

The following elements will determine the student's final grade:

| | |
|----------------------|-----|
| Tests (3 @ 20%) | 60% |
| Online Simulation | 20% |
| Assignments (4 @ 5%) | 20% |

Missed Test Policy

All tests must be written and all assignments must be submitted to the instructor's satisfaction in order to receive a passing grade. If the student is not present for a quiz, the result will be recorded as a zero. The instructor may make an exception and allow the test to be written at a time other than the scheduled time provided that:

- A medical certificate is presented as proof of the student's inability to be present at the scheduled time
- The instructor has agreed in ADVANCE that there is justification for the student not being present at the scheduled time

Due Dates and Late Submissions

The student is expected to complete all assignments on time. All assignments are to be submitted during scheduled class time on the due date or as per faculty instruction. Late submissions will be penalized at 10% per day.

Final Grades

The round off mathematical principle will be used. Percentages are converted to letter grades and grade points as follows:

| Mark (%) | Grade | Grade Point | Mark | Grade | Grade Point |
|----------|-------|-------------|-------|-------|-------------|
| 94-100 | A+ | 4.0 | 67-69 | C+ | 2.3 |
| 87-93 | A | 3.7 | 63-66 | C | 2.0 |
| 80-86 | A- | 3.5 | 60-62 | C- | 1.7 |
| 77-79 | B+ | 3.2 | 50-59 | D | 1.0 |
| 73-76 | B | 3.0 | 0-49 | F | 0.0 |
| 70-72 | B- | 2.7 | | | |

The passing grade in this course is a D. For further clarification, the student may consult with the Program Coordinator or the Dean.

8. Academic Integrity

Lambton College is committed to high ethical standards in all academic activities within the College, including research, reporting and learning assessment (e.g. tests, lab reports, essays).

The cornerstone of academic integrity and professional reputation is principled conduct. All scholastic and academic activity must be free of all forms of academic dishonesty, including copying, plagiarism and cheating.

Lambton College will not tolerate any academic dishonesty, a position reflected in Lambton College policy. Students should make themselves familiar with the [Students Rights and Responsibilities Policy](#), located on the MyLambton website for details concerning academic dishonesty and the penalties for dishonesty and unethical conduct.

Questions regarding this policy, or requests for additional clarification, should be directed to the [Lambton College Centre for Academic Integrity](#)

9. Related Items

Students with Disabilities

If you are a student with a disability please identify your needs to the professor and/or the Accessibility Centre so that support services can be arranged for you. You can do this by making an appointment at the Accessibility Centre, Room L103 ext.3427 or by arranging a personal interview with the professor to discuss your needs.

Student Rights and Responsibility Policy

Acceptable behaviour in class is established by the instructor and is expected by all students. Any form of harassment or violence will not be tolerated. Action will be taken as outlined in Lambton College policy.

Cheating and plagiarism are serious academic offences subject to disciplinary action. It is the student's responsibility to be aware of the cheating policy as described in the Lambton College Student Rights and

Responsibilities policy. For further information on all of these policies, links may be found on the Lambton College website.

Prior Learning Assessment Statement

This course is eligible for Prior Learning Assessment

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Yes

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No

If yes has been selected, you may choose to contact the Counselling Department for advice on Prior Learning Assessment.

Date of Withdrawal without Academic Penalty

Please consult the Academic Regulations and Registrar's published dates.

Waiver of Responsibility

Every attempt has been made to ensure the accuracy of this information as of the date of publication. The content may be modified, without notice, as deemed appropriate by the College.

Note: It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.