



Grande Prairie Regional College

Department of Business Administration

HP 2290 3(0-0-3)

Computer Applications for Hospitality & Tourism

Course Outline Winter 2011

T TH 1:00- 2:20 A307

Instructor Cara Leaf

Phone 539-2879

Office C411

E-mail cleaf@gprc.ab.ca

Office W F 11:30-12:50

Hours (or by appointment)

Prerequisite(s):

BA 1150 or consent of the instructor

Required Text/Resource Materials:

Joanne Arford, Judy Burnside., *Advanced Word 2007 Desktop Publishing*. St. Paul, MN,: Paradigm Publishing Inc. 2005.

2 standard file folders, USB drive, binder, note paper, pens

Description:

This is a practical introduction to computer applications and software required in the hospitality and tourism management sector. Students will develop basic working knowledge of systems for hotel and accommodations management, food and beverage operations, front and back office management, and travel. The course will cover types of computer hardware, applications and operations software, and the evaluation and selection of computer systems. Presentation and database management concepts will also be reviewed.

Credit/Contact Hours:

45 contact hours

Delivery Mode(s): Lecture/Lab

Lecture/Lab

Objectives:

The student will:

1. understand the desktop publishing process
2. apply desktop publishing design concepts
3. prepare internal business documents
4. create promotional documents
5. create brochures, booklets, specialty documents
6. produce an effective news release
7. design and create flyers, brochures, and newsletters using Microsoft Publisher
8. design and create an interactive Web site using Microsoft Publisher
9. plan, design, and create presentations integrating different Microsoft Office software
10. examine and evaluate the use of social media in the hospitality and tourism industry

Grading Criteria:

Daily attendance is essential! Most concepts are covered in class time, however not all assignments can be completed in class time. Students are responsible for completing assignments outside of class time when necessary. If you are ill have a classmate inform you of the work covered that day. More than 3 missed classes may result in a recommendation of “Debarred from Exam.” (See College calendar, p. 29)

Assignments	25%
Tests & Quizzes	15%
Integration Project	20%
Professionalism	10%
Final Exam	30%

Course Schedule/ Tentative Timeline:

<u>Week</u>	<u>Topic</u>	<u>Required Reading</u>
1.	Course Outline Course Policy	Purchase Text
2	Understanding the DTP Process	Ch. 1
3	Preparing Internal Documents	Ch. 2
4	Creating Promotional Documents	Ch. 5
5	Creating Brochures & Booklets	Ch. 6
6	Creating Specialty Promotional Documents & Press Releases	Ch. 7
7	Introducing Microsoft Publisher 2007	Ch. 11
8	Microsoft Publisher & Web Pages	Handouts
9	WINTER BREAK	
10	Microsoft Publisher & Web Pages	Handouts
11	Creating Presentations Using PowerPoint 2007	Ch. 12
12	Social Media in Hospitality & Tourism	Handouts
13	Integration project	
14	Project Presentations	

Statement on Plagiarism:

The instructor reserves the right to use electronic plagiarism detection services. Please ensure you read and understand the college policy on plagiarism as published in the Calendar.

Grading Conversion Chart

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A⁺	4	90 – 100	EXCELLENT
A	4	85 – 89	
A⁻	3.7	80 – 84	FIRST CLASS STANDING
B⁺	3.3	76 – 79	
B	3	73 – 75	GOOD
B⁻	2.7	70 – 72	
C⁺	2.3	67 – 69	SATISFACTORY
C	2	64 – 66	
C⁻	1.7	60 – 63	
D⁺	1.3	55 – 59	MINIMAL PASS
D	1	50 – 54	
F	0	0 – 49	FAIL