



DEPARTMENT OF BUSINESS

COURSE OUTLINE – WINTER 2013

HP2290 – COMPUTER APPLICATIONS FOR HOSPITALITY & TOURSIM 3(3-0-0)

INSTRUCTOR: Carly McLeod **PHONE:** 780-539-2946
OFFICE: C307 **E-MAIL:** cmcleod@gprc.ab.ca
OFFICE HOURS: Tues & Thurs 10 – 11:20am (Or by appointment)

PREREQUISITE(S)/COREQUISITE: BA 1150 or consent of the instructor

REQUIRED TEXT/RESOURCE MATERIALS: Joanne Arford, Judy Burnside., *Advanced Word 2010 Desktop Publishing*. St. Paul, MN,: Paradigm Publishing Inc. 2011.

CALENDAR 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: HP2290 consists of three hours of instructional time each week.

DELIVERY MODE(S): Lecture / Lab

OBJECTIVES:

The student will:

1. recognize 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. plan, design, and create presentations integrating different Microsoft Office software (time permitting)
9. examine and evaluate the use of social media in the hospitality and tourism industry

TRANSFERABILITY:

** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability

GRADING CRITERIA:

GRANDE PRAIRIE REGIONAL COLLEGE			
GRADING CONVERSION CHART			
Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A ⁺	4.0	90 – 100	EXCELLENT
A	4.0	85 – 89	
A ⁻	3.7	80 – 84	FIRST CLASS STANDING
B ⁺	3.3	77 – 79	
B	3.0	73 – 76	GOOD
B ⁻	2.7	70 – 72	
C ⁺	2.3	67 – 69	SATISFACTORY
C	2.0	63 – 66	
C ⁻	1.7	60 – 62	
D ⁺	1.3	55 – 59	MINIMAL PASS
D	1.0	50 – 54	
F	0.0	0 – 49	FAIL
WF	0.0	0	FAIL, withdrawal after the deadline

EVALUATIONS:

The following tests and participation will determine your final grade:

Participation 5% Integrative Project 30%

Unit Tests 30% Assignments 35%

- 3 tests 10% each

STUDENT RESPONSIBILITIES:

- Your attendance and participation are important to the success of this course. As well, you are responsible for obtaining any notes or handouts you may have missed due to an absence.
- Unauthorized late assignments, if accepted, will have a 10% per day late penalty applied to the assignment grade.
- You will be expected to complete various reading and writing assignments outside of class time.

STATEMENT ON PLAGIARISM AND CHEATING:

Refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at www.gprc.ab.ca/about/administration/policies/**

**Note: all Academic and Administrative policies are available on the same page.

COURSE SCHEDULE/TENTATIVE TIMELINE:

Week 1	<ul style="list-style-type: none">• Outline review• Understanding desktop Publishing Process	Chapter 1
Week 2	<ul style="list-style-type: none">• <i>Internal Workplace Documents</i>	Chapter 2
Week 3	<ul style="list-style-type: none">• <i>Letterheads, Envelops, Business Cards & Press Releases</i>	Chapter 3
Week 4	<ul style="list-style-type: none">• <i>Creating Personal Documents</i>	Chapter 4 Unit 1 Test
Week 5	<ul style="list-style-type: none">• <i>Promotional Documents</i>	Chapter 5
Week 6	<ul style="list-style-type: none">• Brochures & Booklets	Chapter 6
Reading Week		
Week 7	<ul style="list-style-type: none">• Specialty Promotional Documents	Chapter 7
Week 8	<ul style="list-style-type: none">• Newsletters	Chapter 8 / Chapter 9 Unit 2 Test
Week 9	<ul style="list-style-type: none">• Excel Basics	Handouts
Week 10	<ul style="list-style-type: none">• Access Basics	Handouts
Week 11	<ul style="list-style-type: none">• Microsoft Publisher	Chapter 11
Week 12	<ul style="list-style-type: none">• Microsoft Power Point	Chapter 12 Unit 3 Test
Week 13	<ul style="list-style-type: none">• Internet Basics• Social Media in Hospitality & Tourism	Handouts