



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – WINTER 2016

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 11:30am – 12:50pm (Or by appointment)

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

REQUIRED TEXT/RESOURCE MATERIALS: Joanne Arford, Judy Burnside., *Advanced Word 2013 Desktop Publishing*. St. Paul, MN,: Paradigm Publishing Inc. 2014.

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

LEARNING OUTCOMES:

Upon successful completion of the course, students will be able to:

- Produce a variety of documents using Word; including brochures, newsletters, posters, flyers, reports, memos.
- Design a complete portfolio of promotional materials for a Tourism Company.
- Identify the tools of Office Software.
- Create company databases using Microsoft Access & Excel.

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:

Quizzes	30%
Unit Assignments	40%
Integrative Project	30%

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:

Jan 4	Week 1	<ul style="list-style-type: none">• Outline review• Understanding desktop Publishing Process	Chapter 1
Jan 11	Week 2	<ul style="list-style-type: none">• <i>Applying & Modifying Fonts</i>	Chapter 2
Jan 18	Week 3	<ul style="list-style-type: none">• <i>Inserting & Modifying Page Elements</i>	Chapter 3
Jan 25	Week 4	<ul style="list-style-type: none">• <i>Creating Personal Documents</i>	Chapter 4
Feb 1	Week 5	<ul style="list-style-type: none">• <i>Creating Letterheads, Envelopes, Business Cards & Press Releases</i>	Chapter 5
Feb 8	Week 6	<ul style="list-style-type: none">• Newsletters	Chapter 6 / 7
Feb 15		Reading Week	
Feb 22	Week 7	<ul style="list-style-type: none">• Personal Documents	Chapter 8
Feb 29	Week 8	<ul style="list-style-type: none">• Brochures & Booklets	Chapter 9
March 7	Week 9	<ul style="list-style-type: none">• Promotional Documents	Chapter 10
March 14	Week 10	<ul style="list-style-type: none">• Microsoft Publisher / Power Point	Chapter 12 / 13
March 21	Week 11	<ul style="list-style-type: none">• Excel Basics	Handouts
March 28	Week 12	<ul style="list-style-type: none">• Access Basics	Handouts
April 4	Week 13		Final Project