



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	Sharron Barr	Phone	780 – 539 – 2979 (office) 780 – 532 – 9236 (home) 780 – 897 – 6676 (blackberry)
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Office Hours	9 – 10 a.m. T R 1 – 2 M W F or please contact me for an appointment anytime After 6 p.m. please call or text or e-mail me		

Prerequisite(s):

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.

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 including:
 - 8.1. Be familiar with the Canada Copyright Act and its relevancy for software and webpages published on the Internet
 - 8.2. Recognize computer virus invasions, eliminate them and prevent further occurrences
 - 8.3. Download spyware and adware programs, test computer systems, detect and eradicate malware
 - 8.4. Extend browser capabilities to enhance display and viewing elements
 - 8.5. Use webpage design principles and software to effectively design and create web sites
 - 8.6. Access, download and install data files and programs from FTP sites
 - 8.7. Access relevant clipart and digital images from websites
 - 8.8. Understand legal issues surrounding use of graphic images
 - 8.9. Create digital files from photographs, scanned images
 - 8.10. Manipulate attributes of these files in order to edit them and make them web-ready through the use of photo editing software
 - 8.11. Publish (upload) websites to the net
9. plan, design, and create presentations integrating different Microsoft Office software (time permitting)
10. examine and evaluate the use of social media in the hospitality and tourism industry
- 11.

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	40%
Web Page	40%
Assigned Handouts Internet Technologies	20%

Course Schedule/ Tentative Timeline:

Week	Topic	Required Reading
1	Course Outline Course Policy Course Schedule, Grade Sheets	Purchase Text
2	Understanding the DTP Process	Ch. 1
3	Preparing Internal Documents	Ch. 2
4	Creating Letterheads, Envelopes, Business Cards, and Press Releases	Ch. 3
5	Creating Promotional Documents	Ch. 5
6	Creating Brochures & Booklets	Ch. 6
7	Creating Specialty Promotional Documents & Press Releases	Ch. 7
8	WINTER BREAK	Handouts
9	Introducing Microsoft Publisher 2010 Ch. 11	
10		
11	Searching the Web Getting Information from the Web Communicating on the Web Downloading Programs and Sharing Files Extending Browser Capabilities Social Media in Hospitality & Tourism	
12	Web Module Resume Webpage Company or Event Webpage	
13		
14		
15		

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

Grading Sheet

Signature Advanced Word 2010

Chapter or Unit	Assignment	File Name	Date Due	Grade
Unit 1: Creating Business and Personal Documents				
Chapter 1: Understanding the Desktop Publishing Process				
	Exercise 1.1	Completed Analysis		
	Exercise 1.2	Employability Skills Portfolio		
	Exercise 1.3	C01-E03-CollegeInvitation		
	Exercise 1.4 -	C01-E04-CollegeInvitation		
	Reviewing Key Points			
	Assessment 1.3	C01-A03-HappySummer.docx		
	Assessment 1.4	C01-A04-WordFacts.docx		
	Assessment 1.5	C01-A05-Sketches.docx		
	Assessment 1.6	C01-A06-Evaluate.docx		
Chapter 2: Preparing Internal Workplace Documents				
	Exercise 2.1	C02-E01-Sign		
	Exercise 2.2	C02-E02-Invitation		
	Exercise 2.3	C02-E03-Protocol		
	Exercise 2.4	C02-E04-BGFax		
	Exercise 2.5	C02-E05B-Watermark		
	Exercise 2.5	C02-E06-Agenda		
	Reviewing Key Points			
	Assessment 2.1	C02-A01-DominicanAgenda.docx		
	Assessment 2.2	C02-A02-MardiGras.docx		
	Assessment 2.3	C02-A03-BudgetPlan.docx		
	Assessment 2.4	C02-A04-TippingFactSheet.docx		

Chapter 3: Creating Letterheads, Envelopes, Business Cards, and Press Releases

	Exercise 3.1	C03-E01-GraphicEdge		
	Exercise 3.2	C03-E02-EventLetterhead		
	Exercise 3.3	C03-E03-WorldwideLetter&Env		
	Exercise 3.4	C03-E04-BusCards		
	Exercise 3.5	C03-E05-PressRelease		
	Reviewing Key Points			
	Assessment 3.1	C03-A01-RestaurantLtrhd.docx C03-A01-DAGRestaurant.docx		
	Assessment 3.2	C03-A02-Restaurantbuscard.docx		
	Assessment 3.3	C03-A03-Menu.docx		
	Assessment 3.4	C03-A04-LtrGerman.docx		
	Assessment 3.5	C03-A05-Wedlfin.docx C03-A05-WedInfo.docx		

Unit 2: Preparing Promotional Documents

Chapter 5: Creating Promotional Documents—Flyers and Announcements			
	Exercise 5.1	C05-E01-Sailing	
	Exercise 5.2	C05-E02-Health	
	Exercise 5.3	C05-E03-Design	
	Exercise 5.4	C05-E04-SafariBall	
	Exercise 5.5	C05-E05-SafariBall	
	Exercise 5.6	C05-E06-Stress	
	Reviewing Key Points		
	Assessment 5.1	C05-A01-GoodMorning.docx	
	Assessment 5.2	C05-A02-Heart.docx	
	Assessment 5.3	C05-A03-College.docx	
	Assessment 5.4	C05-A04-Rentals.docx	
	Assessment 5.5	C05-A05-Organizational.docx	

Chapter 6: Creating Brochures and Booklets				
Print duplex	Exercise 6.1-6.2	C06-E02-Panels123		
	Exercise 6.3	C06-E03-Panels456		
	Exercise 6.4	C06-E04-GolfBookFold		
	Exercise 6.5	C06-E05-Panels1,2		
	Exercise 6.6	C06-E06-HeartBrochure		
	Reviewing Key Points			
	Assessment 6.1	C06-A01-Panels.docx		
	Assessment 6.2	C06-A02-ArtBrochure.docx		
	Assessment 6.3	C06-A03-WelcometoBeijing.docx		
	Assessment 6.4	C06-A04-Fundraiser.docx Document Evaluation Checklist		
Chapter 7: Creating Specialty Promotional Documents				
	Exercise 7.1	C07-E01-Raffle		
	Exercise 7.2	C07-E02-LinesforTyping		
	Exercise 7.3	C07-E03-Postcard		
	Exercise 7.4	C07-E04-Merged		
	Exercise 7.5 duplex	C07-E05-both		
	Exercise 7.6	C07-E06-Poster		
	Exercise 7.7	C07-E07-Bookmarks		
	Reviewing Key Points			
	Assessment 7.1	C07-A01-Certificate.docx		
	Assessment 7.2	C07-A02-NameTags.docx		
	Assessment 7.3	C07-A03-Bank.docx Document Analysis Guide		
	Assessment 7.4	C07-A04-ScholarshipApplicationFormCompleted.docx		
	Assessment 7.5	C07-A05-Promotional.docx		

Unit 3: Producing Web Pages, Microsoft Publisher Documents, and PowerPoint Presentations (time permitting)

Chapter 11: Introducing Microsoft Publisher 2010				
	Exercise 11.1	C11-E01-Music		
	Exercise 11.2 – 11.3	C11-E02 and 3-Eventplanning duplex		
	Exercise 11.4 – 11.5	C11 Ex04 and5-Butterfield		
	Exercise 11.6	C11-Ex06-RealEstate		
	Exercise 11.7	C11-E07-CatalogMerge		
	Reviewing Key Points			
	Assessment 11.1	C11-A01-Kiawah.pub		
	Assessment 11.2	C11-A02-Virtual.pub		
	Assessment 11.3	C11-A03-GiftCertificate.pub		
	Assessment 11.4	C11-A04-Merge.pub		
	Assessment 11.5	C11-A05-Catalog.pub		
	Assessment 11.6	C11-A06-GroupPosterProject.pub		
Chapter 12: Creating Presentations Using PowerPoint (Time Permitting)				
	Reviewing Key Points			
	Assessment 12.1	C12-A01-Leadership.pptx C12-A01-Leadership.vmw		
	Assessment 12.2	C12-A02-Virtual.pptx PresentationEvaluation.docx		
	Assessment 12.3	C12-A03-MyPresentation.pptx		
	Assessment 12.4	C12-A04-Album.pptx		
	Assessment 12.5	C12-A05-Document.pptx		
	Assessment 12.6	C12-A06-Visual.pptx		