# San José State University

# Department of Hospitality Management

# HSPM 101-1 Multicultural & International Issues in Hospitality Management 3 units

**Fall 2019**

## Contact Information

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| **Instructor:** | Kathleen Haven |
| **Office Location:** | 406 H Clark |
| **Telephone:** | 408-924-4484 |
| **Email:** | kathleen.haven@sjsu.edu |
| **Office Hours:** | MW 11-11:45am  TH 12:00- 1:15pm  F 12:30 – 1:30pm or by appointment |
| **Class Days/Time:** | TTH 1:30-2:45pm |
| **Classroom:** | BBC 225 |
| **Prerequisites:**  **CANVAS:** | Upper division status  <https://sjsu.instructure.com/courses/1322833> |

## Canvas and MYSJSU Messaging

## Course materials such as syllabus, handouts, notes, and assignment instructions will be found on Canvas. You are responsible for regularly checking with the messaging system through Canvas or SJSU email to learn any updates.

## Course Description

## Multicultural/international issues in the hospitality industry; historical, socioeconomic, cultural and linguistic variables presented in relationship to these issues. Prerequisite: Upper division status.

### Course Learning Outcomes (CLO)

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

CLO 1: understand the meaning of hospitality in different cultures;

CLO 2: demonstrate the cultural elements of different countries

CLO 3: describe the demographic trends and how the workplace is changing;

CLO 4: identify multicultural issues in hospitality management;

CLO 5: describe the issues and challenges of overseas assignments;

CLO 6: demonstrate skills in planning and conducting an international hospitality management workshop.

## Required Texts/Readings

**Gundling, E. and Zanchettin, A. (2010).** [**Global Diversity: Winning Customers and Engaging Employees within World Markets**](https://www.facultyenlight.com/book-details/40038437). Nicholas Brealey Publishing ISBN: 9781904838265

Other readings and handouts will be provided through CANVAS.

## Library Liaison

## Christa Bailey, Reference and Instruction Librarian, Liaison for Hospitality, Tourism & Event Management, Dr. Martin Luther King Jr. Library, San Jose State University, Office location: #4046, Phone: 408-808-2422, E-mail: christa.bailey@sjsu.edu. Helpful electronic resource: URL: <http://libguides.sjsu.edu/hospitality>.

## Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. *More details can be found from* [*University Syllabus Policy S16-9*](http://www.sjsu.edu/senate/docs/S16-9.pdf) *at http://www.sjsu.edu/senate/docs/S16-9.pdf.*

**Participation**

Participation in this course is expected. We will be reviewing and working on key ideas and concepts in class that will help you with each assignment.Please be responsible for being in class on time and keeping up with all assignments. Please communicate with me if you are absent.

**Testing**

**Quizzes**-Be prepared for both scheduled/pop and in-class/online quizzes on the materials discussed in our readings and in class. Scheduled quizzes will be announced. **No make-up quiz** will be given.

**Mid-term and Final Examinations**-Exams will test your knowledge and understanding of material covered in class and in your readings. Each exam will consist an essay response to a situation. Your response will require you to apply the ideas from our coursework.

**Individual Paper**

**International Food/Grocery Shopping Experience [1500 words minimum]**

The objective of this assignment is to experience foods in different cultures. You are encouraged to research and explore the food choices of your selected country or region of focus for our class. This assignment will ask you to become knowledgeable with the common foods found everyday within the culture and also the dishes we would find in restaurants. For example, Japan has a wide variety of dishes that are eaten every day in Japanese culture, but sushi is one of the most available and frequent dishes found in restaurants. The final draft of the paper will be due near the Midterm. Project guidelines will be available through your assignment on Canvas.

**Classwork and Group Projects:**

**Instagram Postings** (3 points each assignment)– Every week students will be asked to submit pictures posted to our class Instagram page to illustrate their perception of various cultural topics presented in class. This collage will then be the basis for our discussions and support our understanding of both the topic and readings.

**Country or Regional Presentations –** Each student will work with a group to read about a country or region in our textbook and make a Powerpoint presentation to the class discussing the importance of understanding their country or region within the field of hospitality. Project guidelines will be available through the assignment on Canvas.

**Informational Interview** – Each student is required to identify a company from within their field of study. Your assignment is to arrange an informational interview with a manager in the company to learn how intercultural communication impacts the work they do. We will work on ways to contact the company, how to prepare and address the interview, and then students will submit a report of their findings. (1000 words minimum).

**Grading Information** -Professional "quality" for each of the assignments is the standard. A deduction in grading will occur for sloppiness, grammatical, spelling, or typographical errors, or lack of proper APA format.

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| Assignments. | Points. | CLOs. |
| 1. Participation | 30 pts (3 pts each) | All CLOs |
| 1. Presentation | 30 pts | All CLOs |
| 1. Individual paper | 50 pts | All CLOs |
| 1. Midterm Exam | 50 pts | All CLOs |
| 1. Information Interview | 50 pts | CLO 2 |
| 1. Final Exam | 50 pts | All CLOs |

**Determination of Grades**

Note that “All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades.” See [University Policy F13-1](http://www.sjsu.edu/senate/docs/F13-1.pdf) at <http://www.sjsu.edu/senate/docs/F13-1.pdf> for more details.

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| A plus = 100-97% | A = 96-93% | A minus = 92-90% |
| B plus = 89-87% | B = 86-83% | B minus = 82-80% |
| C plus = 79-77% | C = 76-73% | C minus = 72-70% |
| D plus = 69-67% | D = 66-63% | D minus = 62-60% |
| F = 59-0% Unsatisfactory | | |

## Classroom Protocol

## Students are expected to attend class regularly, arrive promptly, have completed the required readings for the session before coming to class, and participate thoughtfully in all in-class activities. Cell phones must be turned off and stowed at all times. Lecture notes and/or PowerPoint slides are available on Canvas. Class materials should be downloaded from the course website and brought to class either as a hard copy or on your laptop. Laptops and tablets are permitted in the class for class-related purposes ONLY, and their uses will be closely supervised by the instructor. If any student is found to be using a laptop or tablet for non-class purposes, the student will be prohibited from using the device(s) in class for the remainder of the semester.

Please make a sincere attempt to arrive on time. If you arrive late, please enter the classroom quietly. It is difficult to educate fellow classmates with constant interruptions at the door. If you miss a class, given the size of this class, it is your responsibility to catch up.

**CANVAS Communication**

Please ONLY use our CANVAS inbox to communicate with me. This will be the fastest way for us to communicate. CANVAS announcements will be sent frequently for class announcements. Please check CANVAS frequently.

## University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs’ [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at http://www.sjsu.edu/gup/syllabusinfo/”

# HSPM 101 Multicultural & International Issues in Hospitality Management

# Fall 2019 Tentative Course Schedule

# The instructor reserves the right to revise this tentative schedule with fair advanced notice in order to enhance the achievement of learning objectives. Any revision will be announced in class and through e-mail. It is the student’s responsibility to be aware of all classroom discussions, assignments, and changes in course requirements.

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| **Week** | ***Topics & Readings*** |
| 8/22 | Classes Begin |
| 1 | Topic: Introductions  Syllabus Reviewed- Introduction and Course Overview  Chapter 1 Assigned  Introduction weekly classwork, individual paper, and group project |
| 2 | Topic: Diversity  Ch 1. Global vs. Local Knowledge – Chapter readings assigned  Make project groups- Select country or region  Introduce Information Interview Assignment |
| 3 | Topic: Culture – Key Variables  *Culture in the Workplace culture – Countries/Regions* |
| 4 | Topic: Food  Introduce Food/ Grocery Shopping Assignment  Prepare for presentations and feedback |
| 5 | Topic: China  Ch 2. China -Group Presentation  Presentation Feedback  Informational Interview Prep |
| 6 | Topic: Egypt  Ch 3. Egypt – Group Presentation  Presentation Feedback  Informational Interview Prep |
| 7 | Topic: India  Ch 4. India – Group Presentation  Presentation Feedback  Informational Interview Prep |
| 8 | Accessibility Activity  Prepare for Midterm  *Food/Grocery Assignment is due* |
| 9 | Midterm  Topic: Japan  Ch 5. Japan-– Group Presentation  Presentation Feedback |
| 10 | Topic: Mexico  Ch 6. Mexico ­– Group Presentation  Presentation Feedback  Peer Reivew Information Interview |
| 11 | Topic: Russia  Ch 7. Russia – Group Presentation  Presentation Feedback  Informational Interview Due |
| 12 | Topic: UK and USA  Ch 8. U.K. – Group Presentation  Presentation Feedback |
| 13 | Topic: USA  Ch 9 USA – Activity  Online Feedback  Global Business Ethics- Managing social responsibility in international hospitality  Introduce: Intercultural Communication Challenges |
| 14 | Topic: Guests  ICC#1 and ICC#2 Due  Thanksgiving Break |
| 15 | Topic: Complaints and Challenges  Successful International Management Models - Strengths and Weaknesses  ICC#3 Due |
| 16 | Prepare for final exam |
| 17 | *Final Exam* |

**Final Exam Monday, December 16 12:15-14:30**