# San José State University Department of Hospitality, Tourism and Event Management HSPM 1 – Introduction to Hospitality Management

# Section 1 (28800)

# Spring 2018

## Contact Information

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| Instructor: | Dr. Tsu-Hong Yen. |
| Office Location: | MH 408. |
| Telephone: | (408) 924-3292. |
| Email: | tsu-hong.yen@sjsu.edu.  Canvas Conversation or E-mail are preferred communication methods. When sending e-mail to me, please include course number (HSPM1) in the subject field. I will return your e-mail in two business days. |
| Office Hours: | 10:00 am to 3:00 pm, Monday.  Noon to 1:00 pm, Tuesday and Thursday.  By appointment. |
| Class Days/Time: | 10:30 pm to 11:45 am, Tuesday and Thursday. |
| Classroom: | SH 120. |

## Course Format: Face to Face Course

All assigned readings, lectures, assignments, and assessments are available on Canvas. The deadlines on the syllabus and Canvas syllabus pages are the final word on all deadlines. You may finish course requirements early according to your own academic schedule but you may not complete any components late.

**Computer Skills Required:**

You should read the SJSU eCampus Canvas introduction and help web pages, <http://www.sjsu.edu/at/ec/canvas/>. If you are new to Canvas, you may find valuable resources at <http://www.sjsu.edu/at/ec/canvas/student_resources/index.html>.

You should be able to use a web browser to surf the Canvas pages, which serve as the primary medium for the course. In addition to a web browser, there are a few other programs or plug-in required. Please read Canvas Technical Requirements, <https://guides.instructure.com/m/4214/l/82542-what-are-the-basic-computer-specifications-for-canvas>.

## CANVAS Helpful Links

How do I login to CANVAS?

Canvas login URL: [https://sjsu.instructure.com](https://sjsu.instructure.com/)

Username: SJSU 9-digit ID

Password: SJSUOne Password

Please note that you are required to change the password for every 180 days.

## Questions and Help Information about CANVAS

SJSU eCampus Student Help Webpage: <http://www.sjsu.edu/at/ec/canvas/index.html>.

## Course Description

Overview of structure and financial performances of hospitality industry; food and lodging, resorts, tourism enterprises, attractions and related operations. Focus on orientation to customer service, cultural/economic trends and career opportunities.

### Course Learning Outcomes (CLO)

The aim of this course is to help students understand, gain knowledge, and develop an appreciation of the multifaceted elements of hospitality management by exploring all aspects of the hospitality, tourism and event management industries including: hotels and lodging; food-service and restaurants; travel and tourism; transportation; meetings, conventions and expositions; leisure and recreation; and, special events. While the focus is on basic hospitality and management principles, this course also reflects the impact of current social, economic, technological, and political factors on operations in the field. Further, students are offered information on the array of careers available in the various segments of the hospitality industry.

Students will be introduced to elements of the hospitality industry through reading, lecture, discussion, and Internet research and study. Upon successful completion of this course, students will be able to:

CLO #1: Describe the relationship of human/social need for hospitality services.

CLO #2: Define the goals of various hospitality elements and related products and services.

CLO #3: Describe the service relationship in terms of psychological needs and social-psychological experiences.

CLO #4: Define the basic role of business in the field of hospitality.

CLO #5: Identify major challenges to the hospitality industry.

CLO #6: Describe opportunities for entry and advancement in the hospitality field.

CLO #7: Identify key qualities, philosophies, or experiences associated with success in the field.

## Required Texts/Readings

### Textbook

### Walker, J. R. (2017). Introduction to Hospitality, 7th ed. Boston, MA: Pearson. ISBN: 978-0-13-376276-1.

The 6th edition is OK to use, if you keep up with the updated materials.

I have put a copy of the textbook in the Library on Course Reserves. You can find it by searching HSPM 1 as course name. You may check out it for two hours and it is for library use only.

### Other Readings

Disney Institute & Kinni, T. (2011). Be Our Guest, Perfecting the Art of Customer Service. Revised and Updated Edition. New York, NY: Disney Edition. (ISBN: 978-1423145844) (Disney)

## 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.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Assignments** | **Points** | **%** | **CLOs** |
| Participation | 120 | 9% |  |
| Syllabus Quiz | 34 | 2% |  |
| Self-Introduction | 40 | 3% |  |
| Chapter Quizzes (11), 40 points each | 440 | 32% | All CLOs. |
| RQ Quiz | 102 | 7% | All CLOs. |
| Discussion Boards (3), 40 points each. | 120 | 9% | All CLOs. |
| My Hospitality Enterprise Portfolio (3), 60 points each. | 180 | 13% | 5, 6, 7. |
| Mid-term Examination. | 150 | 11% | All CLOs. |
| Final Examination. | 200 | 14% | All CLOs. |
| Total Points. | 1,386 |  |  |

\*Extra Credits: 120 points

**Quizzes:** (All CLOs)

Each week comes with a quiz which has 20 questions worth 40 points and the time limit is 25 minutes. You should study the required readings before taking the quiz. Totally, there are thirteen chapter quizzes available on Canvas. You are allowed to drop two quiz scores—one lowest score from Week 2 to 8 (i.e., Chapter 1 to 7), and one lowest score from Weeks 10 to 16 (i.e., Chapters 8 to 13).

It is the student’s responsibility to take the quizzes during the assigned time. You have to **complete** the quiz by the deadline (**Sunday night at 11:59 pm**). No extension or makeup quiz will be given.

**Review Quizzes (RQ\_Quiz)** (All CLOs)

These RQ\_Quizzes are inserted in weekly modules. The purpose is to give you a quick review of chapter materials.

### Discussion Boards: (All CLOs)

Students are required to join the discussion board during the assigned time. There are three discussion boards in total (Weeks 4, 7, and 11). Each discussion board is 40 points, which consists of 20 points for the main post message and 10 points for each response to other’s posting.

Please read HSPM 1 Discussion Board Policy carefully, available in the module of “WK01 Class Information” on Canvas.

Main Post

The main post is the first and longest post by yourself to the weekly discussion board. You have to complete the main post in order to read other classmates’ posts. For each discussion board, you are required to post one main post about the topic by Thursday night at 11:59 pm (20 points). However, if you miss the deadline, you still can post the main post until Sunday at 11:59 pm with late penalty.  Late penalty is 2 points (10% of the grade) for each late day. The discussion board is a week long assignment and due on Sunday.  No late work is acceptable after 11:59 pm on Sunday. Length of the main post is at least 150 words.

Response to classmates’ posts

You should reply to at least two other classmates’ posts for each weekly topic by Sunday night at 11:59 pm (10 points for each response). The length of responses is at least 100 words. The two responses have to be separated by 12 hours. It is the student’s responsibility to post and respond to the discussion board during the assigned time. No late response post is acceptable. You have to **complete** the assignment by the due time.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Main post | Critical thinking and quality | Outstanding  15 | Meet Expectation  14 - 12 | Acceptable  11 - 10 | Need Improvement  9 - 5 | Unacceptable or No post  0 | 15 |
|  | Length, 150 words, and stylistics | Meet expectation  3 | Need improvement, Short by 10%  0 | | Unacceptable, short by 20%  -3 | | 3 |
|  | Timeliness, due Thursday at 11:59 pm | On time  2 | Late by 1 day  0 | | Late by 2 to 3 days  -2 | | 2 |
| Response #1 | Critical thinking and quality | Meet Expectation  7 | | Acceptable  6 - 5 | Need Improvement  4 - 3 | Unacceptable or No post  0 | 7 |
|  | Length, 100 words, and stylistics | Meet expectation  2 | Need improvement, Short by 10%  0 | | Unacceptable, short by 20%  -2 | | 2 |
| Response #2 | Critical thinking and quality | Meet Expectation  7 | | Acceptable  6 - 5 | Need Improvement  4 - 3 | Unacceptable or No post  0 | 7 |
|  | Length, 100 words, and stylistics | Meet expectation  2 | Need improvement, Short by 10%  1 | | Unacceptable, short by 20%  0 | | 2 |
| 2 responses should be separated by 12 hours | | Meet expectation,  2 | | Did not separate by 12 hours,  0 | | | 2 |

### Dream Big Dream: My Hospitality Enterprise Portfolio: (CLOs 5, 6, 7)

### *What hospitality business would you like to own/operate in the future? Start your big dream now.*

For this assignment, think about the hospitality businesses that you would like to own or operate in 10 years. Your portfolio will include three parts including a hotel, a restaurant, and another business of your choice. Each part is 60 points.

### Part 1 Hotel/Lodging Due March 4 at 11:59 pm

Part 2 Restaurant Due April 15 at 11:59 pm

Part 3 Open topic (*other than hotel and restaurant*) Due May 6 at 11:59 pm

For each part, you should write an essay of 800 words including the concept, locations, the setup, competitors, the target customers, special features, etc. You should include at least three pictures of similar businesses to demonstrate your concept and idea. You should reference the sources of the pictures used. Be creative!!!

**Evaluation:** Word limit of each part is 800 words. Your write up should reflect related information in the textbook and demonstrate web research.

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| --- | --- | --- | --- | --- | --- | --- |
| Criteria | Outstanding (A) | Very good/ above average (B) | Acceptable  (C ) | Need Improvement  (D) | Unacceptable or No submission | Points |
| Contents--concept, location, set up, customers, services, etc. | 34 - 31 | 30 - 27 | 26 - 22 | 21 - 1 | 0 | 34 |
| Organization | 6 | 5 - 4 | 3 | 2 - 1 | 0 | 6 |
| Integration of textbook information and web research | 6 | 5 - 4 | 3 | 2 - 1 | 0 | 6 |
| Creativity--futuristic | 6 | 5 - 4 | 3 | 2 - 1 | 0 | 6 |
| Overall, including word count (800 words), references, pictures, file name and format | 6 | 5 - 4 | 3 | 2 - 1 | 0 | 6 |
| Timeliness:  No paper will be accepted if late more than a week. | On-time,  2 pts | Late by 3 days,  -2 pts | | Late 4 to 7 days,  -4 pts | | 2 |

### Mid-term and Final Examinations (all CLOs):

A midterm examination (150 points) and a final examination (200 points) are given to assess your ability to absorb the information covered in the class. Examinations will include true and false, multiple choice, short definitions, matching, and mini-essays. Don’t let your reading stack up until the last week before the examination. It will show. Study continuously!

### Extra Credit:

### There will be three opportunities to earn extra credit. Please pay attention to the announcement.

1. Attend the Northern California Hospitality and Tourism Career Expo on February 22 at San Francisco State University. (20 points)
2. Attend the Minicon--Hospitality Development Conference on March 15. (40 points).

You are expected to attend the Hospitality Development Conference on March 15.

1. Observing operations of a hotel or a restaurant. (60 points)

This extra credit assignment requires you to observe operations of a hotel or a restaurant for at least one hour. A 600-word paper is due on April 8.

## Grading Policy

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **HSPM 1 Points and Letter Grade** | | | | |
| Percentage | | Point Range | | **Letter Grade.** |
| From | To | From | To |  |
| 96 | 100 | 1,331 | 1,386 | A plus. |
| 93 | 95 | 1,289 | 1,317 | A. |
| 90 | 92 | 1,247 | 1,275 | A minus. |
| 86 | 89 | 1,192 | 1,234 | B plus. |
| 83 | 85 | 1,150 | 1,178 | B. |
| 80 | 82 | 1,109 | 1,137 | B minus. |
| 76 | 79 | 1,053 | 1,095 | C plus. |
| 73 | 75 | 1,012 | 1,040 | C. |
| 70 | 72 | 970 | 998 | C minus. |
| 66 | 69 | 915 | 956 | D plus. |
| 63 | 65 | 873 | 901 | D. |
| 60 | 62 | 832 | 859 | D minus. |

## COURSE POLICIES

Policies outlined in the University Catalog shall be enforced as defined. Further, instructor policies identified in this syllabus shall be the governing structure for this course and shall be enforced as defined. Plagiarism and cheating on examinations will be penalized to the fullest extent of University regulations. [Students are encouraged to take the plagiarism tutorial offered by the King Library, found at the website http://tutorials.sjlibrary.org/plagiarism/index.htm](http://tutorials.sjlibrary.org/plagiarism/index.htm). [Please read the SJSU Academic Integrity Policy S04-12 at the websitehttp://www2.sjsu.edu/senate/S04-12.pdf](http://www2.sjsu.edu/senate/S04-12.pdf) .

## Announcements

The instructor will use Canvas announcement to make course-related announcements. In Canvas, you may set up an e-mail address where Canvas will forward all announcements to your e-mail account. It is the student’s responsibility to read Canvas messages and e-mails regularly. Due to the current computer virus threats, please type your name and course number in the **SUBJECT** field when sending an e-mail to the instructor. The instructor will not read any unidentifiable e-mail.

**Late Assignment Submissions:**

This course has set due dates for all assignments, assessments, and discussions. All submissions are due at 11:59 pm on the date assigned, which means you have to complete the assignment by 11:59 pm. Any assignment received even one second after the deadline or later will be considered late. The CANVAS clock is the final word on the time “stamp” on assignments, assessments, and discussions.

## 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 1 – Introduction to Hospitality

# Section 1 (28800)

# Spring 2018 Course Schedule

The instructor reserves the right to revise this tentative schedule in order to enhance the achievement of learning objectives. Any revision will be announced via CANVAS and e-mail. It is the student’s responsibility to be aware of all readings, discussions, quizzes/exam, assignments/project, and changes in course requirements.

| Week. | Date. | Topics, Readings. | **Assignments (points).**  **All assignments are due Sunday at 11:59 pm.** |
| --- | --- | --- | --- |
| 1. | January 24 to January 28. | HSPM 1 Course Introduction. | HSPM1\_Syllabus\_Quiz, 34 points.  **Discussion Board--*Self-Introduction***, 40 points. |
| 2. | January 29 to February 4 | Ch 1. Introducing Hospitality. | HSPM1\_Ch01\_Quiz, 40 points |
| 3. | February 5 to February 11. | Ch 2. The Hotel Business. | HSPM1\_Ch02\_Quiz, 40 points |
| 4. | February 12 to February 18. | Ch 3. Rooms Division Operations. | HSPM1\_Ch03\_Quiz, 40 points.  **Discussion Board #1—The spirit of hospitality,** 40 points**.** |
| 5. | February 19 to February 25. | Ch 4. Food and Beverage Operations (Hotel). | HSPM1\_Ch04\_Quiz, 40 points.  2/22 no class meeting  Extra Credit--Attend the Northern CA Hospitality & Tourism Career Expo (20) |
| 6. | February 26 to March 4. | Ch 5. Beverages | HSPM1\_Ch05\_Quiz, 40 points  My Hospitality Enterprise Part 1—Hotel (60 points) |
| 7. | March 5 to March 11. | Ch 6. Restaurant Business. | HSPM1\_Ch06\_Quiz, 40 points  **Discussion Board #2—How do restaurants get you to spend more? 40 points.** |
| 8. | March 12 to March 18. | Ch 7. Restaurant Management. | HSPM1\_Ch07\_Quiz, 40 points.  3/15 no class meeting  Extra credit--Attend the Hospitality Development Conference, 40 points. |
| 9. | March 19 to March 25. | **Mid-term Examination.** | 3/20 Review for mid-term exam.  **Mid-term Examination, 150 points.** |
| 10. | March 26 to April 1. | **Spring Break.** | No class. |
| 11. | April 2 to April 8. | Ch 8. Managed Services. | HSPM1\_Ch08\_Quiz, 40 points.  Discussion Board #3—Sustainable Hospitality and Tourism Management, 40 points. |
| .12. | April 9 to April 15. | Ch 9. Tourism. | HSPM1\_Ch09\_Quiz, 40 points.  My Hospitality Enterprise Part 2—Restaurant, 60 points. |
| 13. | April 16 to April 22. | Ch 10. Recreation, Attractions and Clubs. | HSPM1\_Ch010\_Quiz, 40 points.  **Extra Credit 3 – Observing Operations, 60 points.** |
| 14. | April 23 to April 29. | Ch 11. Gaming Entertainment. | HSPM1\_Ch11\_Quiz, 40 point. |
| 15. | April 30 to May 6. | Ch 12. Meetings, Conventions, Expositions. | HSPM1\_Ch12\_Quiz, 40 points.  My Hospitality Enterprise Part 3--Open Topic, 60 points. |
| 16. | May 7 to May 13. | Ch 13. Special Events. | HSPM1\_Ch13\_Quiz, 40 points. |
|  | May 15. | Course Review/  Study Day. |  |
|  | May 16 to May 22. | **Final Examination** will be released on May 16 and due on May 22 at 11:59 pm. | **Final Examination, 200 points.** |