San José State University
Department of Hospitality, Tourism, & Event Management
HSPM 177 Hospitality Service Management
Section 1, 3 units

Fall 2017

Contact Information

Instructor: Dr. Jooyeon Ha
Office Location: MH 514
Telephone: 408-924-2100
Email: jooyeon.ha@sjsu.edu
Office Hours: M/W 11:30am-1pm
Class Days/Time: M/W 1:30pm – 2:45pm
Classroom: MH 324
Prerequisites: Senior Standing - HSPM 1, 11, 65, 102, 130

Canvas and MYSJSU Messaging
Course materials such as syllabus, handouts, notes, assignment instructions, etc. can 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
Develop skills in setting formal service standards and procedures to deliver customer experience and evaluate service quality for hospitality businesses. Topics include service experience design, psychological/social characteristics of customer satisfaction, service delivery processes, consumer/server encounters, service quality, and service recovery.

Course Learning Outcomes (CLO)
Upon successful completion of this course, students will be able to:

CLO 1: Define service quality and customer satisfaction in the hospitality field.
CLO 2: Use quantitative and qualitative tools for assessing service quality in the hospitality field.
CLO 3: Explain hospitality leaders’ roles in defining, developing, and maintaining their service
CLO 4: Communicate and present the findings of a service improvement plan.
CLO 5: Apply the knowledge and tools learned in this course to an actual hospitality business.
CLO 6: Develop the innovative service strategies to enhance customer experiences

Required Texts/Readings
   e-text is available: www.wiley.com

   Disney Edition.
Recommended Readings


Other readings
Available on 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 at http://www.sjsu.edu/senate/docs/S16-9.pdf.

Verifiable excuses
A verifiable excuse that is deemed acceptable includes any of the following:
   1. Evidence (medical note) from a physician or hospital verifying an illness or medical condition;
   2. A letter from an instructor or department that documents attendance at a trade show, conference, convention, athletic event or other activity that is university-related;
   3. Court-mandated appearance (with appropriate documentation)
   4. Death of a close relative (with appropriate documentation)

Excuses other than the above are generally not verifiable, and the instructor will make no attempt to verify any other excuse.

Excuses will NOT be allowed for the following:
   1. Work (or Internship)
   2. Leisure travel or family reunion
   3. Car troubles and repairs

Work is not an excuse for missing class. If you have work schedule conflicts, you have to rearrange your work schedule to attend class.

Note: No make-up work will be given unless prior arrangements are made with the instructor or a verifiable excuse is provided. Late submissions will not be accepted. If you have an emergency or a verifiable excuse to be absent, please be ready to provide documentation if asked to do so.
Participation
Participation in this course is expected. Late arrival and early departure in class are marks of disrespect, unprofessionalism, and interrupt class. Please be on time. Evaluation of participation will be based on participation in class discussions and exercises. If you miss class, no make-up will be given.

Quizzes
Both scheduled/pop and in-class/online quizzes will be given. 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 of any combination of multiple choice, true/false, fill in the blank, short answer, and essay questions. Dates for exams are set and students are responsible for planning to take exams on the dates specified on the course schedule.

Reading Assignment (Individual assignment)
Read the assigned books or articles and write the reflection paper. Due dates are specified on the course schedule. No late submissions are allowed.

Group Project: Service audit
Students in groups will develop a service quality improvement plan for the one hospitality service organization. An in-depth project guideline is posted on Canvas.

Grading Information

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Points.</th>
<th>CLOs.</th>
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<tbody>
<tr>
<td>A. Participation</td>
<td>Up to 30 pts (3 pts each)</td>
<td>All CLOs</td>
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<tr>
<td>B. Quizzes</td>
<td>Up to 60 pts (10 pts each)</td>
<td>All CLOs</td>
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<tr>
<td>C. Midterm exam</td>
<td>50 pts</td>
<td>All CLOs</td>
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<tr>
<td>D. Final exam</td>
<td>50 pts</td>
<td>All CLOs</td>
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<tr>
<td>E. Reading Assignments</td>
<td>60 pts (10 pts each)</td>
<td>All CLOs</td>
</tr>
<tr>
<td>F. Group project: Service audit</td>
<td>120 pts</td>
<td>All CLOs</td>
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<td>Total</td>
<td>~ 370</td>
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Grading Policy

| 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.

E-mail Announcements
The instructor will use e-mail to make course-related announcements. It is the student’s
responsibility to provide the instructor with correct e-mail address and to read e-mail regularly.
Please specify the e-mail account you will use in the e-mail. When sending an e-mail to the instructor,
please type your name and course number in the SUBJECT field. The instructor will not read any
unidentifiable e-mail.

Behavior during class period should reflect professional courtesy. Please refrain from any
unnecessary talking, deactivate any pagers and/or cell phones, conducting business not related to
the course, and snoozing.

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 at http://www.sjsu.edu/gup/syllabusinfo/

HSPM 177 Hospitality Service Management
Fall 2017 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.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics &amp; Readings</th>
<th>Assignments, Readings &amp; Deadlines</th>
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</thead>
<tbody>
<tr>
<td>W</td>
<td>8/23 Introduction and Course Overview</td>
<td></td>
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<tr>
<td>M</td>
<td>8/28 Ch 1. Basics of Guest Service</td>
<td></td>
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<tr>
<td>W</td>
<td>8/30 Ch 2. Defining guest service</td>
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<tr>
<td>M</td>
<td>9/4 Labor Day: No class</td>
<td>Quiz 1 (Due 9/10)</td>
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<tr>
<td>W</td>
<td>9/6 Nature of service</td>
<td>Reading assignment 1 due (by 1:30pm): “Welcome to the experience economy” Pine &amp; Gilmore (1998)</td>
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<tr>
<td>M</td>
<td>9/11 Service experience design</td>
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<tr>
<td>Date</td>
<td>Week</td>
<td>Schedule</td>
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| 9/13 | W    | Ch 3. Problem solving for guest service  
*Group work: Group contract*  
Reading assignment 2 due (by 1:30pm): “Be our guest (Disney)” |
| 9/18 | M    | Be our guest  
Service encounter  
Reading assignment 3 due (by 1:30pm): “Total Quality Management” |
| 9/20 | W    | Ch 10. Research and tools  
Quiz 2 (Due 9/24) |
| 9/25 | M    | Service quality I  
“SERVQUAL” |
| 9/27 | W    | Service quality II  
Reading assignment 4 due (by 1:30pm): “Service design”  
Quiz 3 (Due 10/8) |
| 10/2 | M    | Quality & Process improvement |
| 10/4 | W    | Service development  
Service innovation  
*Group work: Service audit questionnaire*  
Reading assignment 5 due (by 1:30pm): “Customer loyalty” |
| 10/9 | M    | Midterm exam review  
Midterm exam study guide on Canvas |
| 10/11| W    | Midterm exam |
| 10/16| M    | Technology in Services |
| 10/18| W    | Customer loyalty |
| 10/23| M    | Service facility and location |
| 10/25| W    | Managing service operations  
*Group work for group project*  
Quiz 4 (Due 10/29) |
| 10/30| M    | Ch 12. Developing a staff |
| 11/1 | W    | Ch 13. Marketing and establishing an image for service |
| 11/6 | M    | Guest service of food and beverages |
| 11/8 | W    | Guest service of lodging  
*Group work for group project*  
Reading assignment 6 due (by 1:30pm): “Hotel service”  
Quiz 5 (Due 11/12) |
| 11/13| M    | Guest service of travel and tourism |
| 11/15| W    | Guest service of Events & Casino  
Quiz 6 (Due 11/19) |
| 11/20| M    | Final exam review  
*Group work for group project*  
Final exam study guide on Canvas |
| 11/22| W    | Thanksgiving: No Class |
| 11/27| M    | Presentation: Groups 1, 2  
Presentation evaluation form on Canvas |
| 11/29| W    | Presentation: Groups 3, 4 |
| 12/4 | M    | Presentation: Groups 5, 6 |
| 12/6 | W    | Presentation: Groups 7, 8 |
| M    | 12/11       | Group work for group project: Written report | 1. Service Innovation project written reports due (by 11:59pm)  
2. Service Innovation project peer evaluation due (by 11:59pm) |
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<tr>
<td></td>
<td>12/13 - 12/17</td>
<td>Final Exam</td>
<td>Final exam is available from 8am on December 13 (Wednesday) to 11:59pm on December 17 (Sunday).</td>
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