San José State University  
Department of Hospitality Management  
HSPM 065 – Professional Seminar in Hospitality Management (43064)  
Fall 2016

Instructor: Dr. Tsu-Hong Yen  
Office Location: MH 408  
Telephone: (408) 924-3292  
Email: Tsu-hong.yen@sjsu.edu  
Office Hours: Monday, 10 am to 2 pm. Tuesday, 10 am to 2 pm.  
Class Days/Time: Wednesday, 3:00 pm to 3:50 pm  
Classroom: MH 324  
Prerequisites: Hospitality, Tourism and Event Management Majors and Minors only

Course Description:  
This course is designed specifically for students who have declared a major in the Hospitality, Tourism and Event Management degree. The topics selected will facilitate the student’s entry into the academic program and the profession of hospitality management.

Student Learning Outcomes:  
Upon successful completion of this course, students will be able to:

CLO#1: describe the requirements and expectations of the hospitality, tourism and event management degree.

CLO#2: demonstrate competence in using technology to facilitate learning experience.

CLO#3: demonstrate competence using learning resources on the SJSU campus: including use of the Library, the Academic Success Center, the Learning Assistance Resource Center, the Writing Center, and the Peer Mentor Center.
CLO#4: collect information about current trends, and career development opportunities in the hospitality industry.

CLO#5: formulate strategies for preparing for career development.

CLO#6: describe the importance of customer service.

**Required Reading and Resources:**


**Recommended Readings**


**SJSU Career Center**

http://www.sjsu.edu/careercenter/

**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.

**Classroom Protocol:**

Policies outlined in the University Catalog and student handbook 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, http://tutorials.sjlibrary.org/plagiarism/index.htm.

**Classroom Philosophy:**

The instructor expects students to make a sincere effort to attend class and arrive to class on time. *If you arrive late, please enter the classroom quietly.* It is difficult to educate fellow classmates with constant
interruptions at the door. Late arrival and early departure in class are marks of disrespect, unprofessional, and interrupt class.

**Dropping and Adding:**

Students are responsible for understanding the policies and procedures regarding add/drops, academic renewal, etc. Information on add/drops are available at http://info.sjsu.edu/web-dbgen/narr/soc-fall/rec-298.html. Information about late drop is available at http://www.sjsu.edu/sac/advising/latedrops/policy/. Students should be aware of the current deadlines and penalties for adding and dropping classes.

**Assignments and Grading Policy:**

**Participation, 20%**

Participation in this course is expected. Evaluation of participation will be based on participation in class discussions and exercises, completion of reading assignments, review questions, quizzes and discussion questions.

**Personal Profile/Resume, 20%**

Students are required to develop a personal profile for career planning.

**Volunteer service, 20%**

Students are required to volunteer for at least 10 hours for a local non-profit organization related to hospitality, for example the Second Harvest Food Bank. A reflection paper of 500 words is due by the end of semester.

**Assignments, 40%**

**Course Grading**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A+</td>
<td>100-97%</td>
</tr>
<tr>
<td>A</td>
<td>96-93%</td>
</tr>
<tr>
<td>A minus</td>
<td>92-90%</td>
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<tr>
<td>B+</td>
<td>89-87%</td>
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<tr>
<td>B</td>
<td>86-83%</td>
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<tr>
<td>B minus</td>
<td>82-80%</td>
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<tr>
<td>C+</td>
<td>79-77%</td>
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<tr>
<td>C</td>
<td>76-73%</td>
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<tr>
<td>C minus</td>
<td>72-70%</td>
</tr>
<tr>
<td>D+</td>
<td>69-67%</td>
</tr>
<tr>
<td>D</td>
<td>66-63%</td>
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<tr>
<td>D minus</td>
<td>62-60%</td>
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<tr>
<td>F</td>
<td>59-0%</td>
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</tbody>
</table>

**Unsatisfactory**

**University Policies (Required)**

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/”
The instructor reserves the right to revise this tentative schedule 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 1 Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Readings, Assignments, Deadlines</th>
</tr>
</thead>
</table>
| 1    | August 24. | Course Introduction  
                Canvas, HSPM Student advising  
                BEST: Chapters 1, 2, 11                                                  |
| 2    | August 31. | Why College?  
                Meet with HSPM faculty                                                    |
| 3    | September 7. | Christa Bailey  
                Research three companies that you would like to work for.  
                How to use online resources?  
                How to cite and reference online resources?                             |
| 4    | September 14. | HSPM Curriculum and Requirements  
                Prepare your roadmap  
                BEST: Chapters 4, 7, 10                                                  |
| 5    | September 21. | What do employers expect you to learn in college?  
                Learning tools: Electronic Spreadsheet, Excel  
                10 Things                                                                |
| 6    | September 28. | Excel 2                                                                       |
| 7    | October 5.  | Open topic                                                                  |
| 8    | October 12. | The spirit of service  
                Disney, Be Our Guest, Chapters 1 to 3                                    |
| 9    | October 19. | Customer service  
                Disney, Be Our Guest, Chapter 4 to 5                                     |
<p>| 10   | October 26. | Meeting and event management industry                                         |
| 11   | November 2. | Bon Appetite                                                                |
| 12   | November 9. | The travel industry                                                          |</p>
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics, Readings, Assignments, Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>November 16.</td>
<td>Hotel and lodging industry</td>
</tr>
<tr>
<td>14</td>
<td>November 23.</td>
<td>Thanksgiving.</td>
</tr>
<tr>
<td>15</td>
<td>November 30.</td>
<td>Career preparation</td>
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<tr>
<td></td>
<td></td>
<td>Resume and cover letter</td>
</tr>
<tr>
<td>16</td>
<td>December 7.</td>
<td>Course wrap up</td>
</tr>
</tbody>
</table>