

San José State University
Department of Hospitality, Tourism, & Event Management
HSPM 065 Professional Seminar in Hospitality Management
Section 1, 1 unit

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:	W 3pm – 3:50pm
Classroom:	Sweeney Hall 100
Prerequisites:	Hospitality, Tourism, & Event Management Majors and Minors only

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:

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.

Course Learning Outcomes (CLO)

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.

Recommended Readings

1. Coplin, B. (2012). 10 Things employers want you to learn in college, revised edition Berkeley, CA: Ten Speed Press. (ISBN: 978-1-60774-145-9)
2. Feaver, P., Wasiolek, S. and Crossman, A. (2012). Getting the BEST out of college, Revised and updated edition. Berkeley, CA: Ten Speed Press. (ISBN: 978-1-60774-144-2)

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>.

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>.*

Assignments and Grading Policy

Participation, 15%

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, 25%

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

Volunteer service, 10%

Students are required to volunteer for at least 10 hours for a local non-profit organization related to hospitality or events. A reflection paper of 500 words is due by the end of semester.

Assignments, 50%

Course Grading

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		

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.

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. 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 email 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](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>"

HSPM 065 Professional Seminar in Hospitality 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.

Week	Date	Topics & Readings	Assignments & Deadlines
1	8/23	Course Introduction	Self-introduction on Canvas (Due by 8/29)
2	8/30	Meet with HSPM faculty Student club: Meet HFTP officers & members	Video reflection paper (Due by 9/5)
3	9/6	HSPM Curriculum and Requirements	Prepare your roadmap (Due by 9/12)
4	9/13	Personal profile: Resume & Cover letter	Develop your personal profile for career planning (Due by 9/19)
5	9/20	How to develop your career? Guest speaker: Nellie Rochon-Ellis, Career Center	Bring your own laptop!!
6	9/27	Introduction to the MLK Library Guest speaker: Christa Bailey, Library	Research three companies that you would like to work for and cite resources. (Due by 10/3)
7	10/4	Visit Library	Library Quiz (Due by 10/10)
8	10/11	What do employers expect you to learn in college?	
9	10/18	Learning tool, MS Excel	Excel Assignment (Due by 10/24)
10	10/25	Hospitality, Tourism & Event industry Service	
11	11/1	Foodservice industry	Restaurant industry 2020 & Technology discussion due (11/7)
12	11/8	Hotel and lodging industry	
13	11/15	Tourism industry	
14	11/22	Happy Thanksgiving!! NO class	
15	11/29	Meeting and event management industry	
16	12/6	Course wrap up	Volunteer service reflection paper (Due 12/6)