

San José State University
Department of Hospitality Management
HSPM 1 – Introduction to Hospitality

Section 2 (47948)

Fall 2016

Contact Information

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E-mail or Canvas Conversation 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: Cyberspace

Class Days/Time: This is a fully online course delivered via Canvas.

Classroom: Cyberspace

Course Format: Online Course

HSPM 001 is a fully online course conducted via Canvas. 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 the components late. **Online courses require you to be self-driven and accountable for meeting course deadlines.**

Computer Skills Required:

If this is your first online course I recommend that you 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>.

To take an online course, it is your responsibility to maintain your computer and related equipment in order to participate in the online portion of the course.

System Requirements:

You may "attend" the on-line class lessons from anywhere you have access to a computer equipped with a reliable Internet connection. Canvas also has a mobile app. You can download it to your mobile devices. If you are operating on a system with a "Firewall" or other security system, those security systems might interrupt your participation or ability to download and open files. Please contact the University Help Desk for help, http://www.sjsu.edu/ecampus/students/Technical_Support/.

CANVAS Helpful Links

How do I login to CANVAS?

Canvas login URL: <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](#) at <http://www.sjsu.edu/senate/docs/S16-9.pdf>.*

Assignments	Points	%	CLOs
Syllabus Quiz	34	3%	
Self-Introduction	40	3%	
Chapter Quizzes (11), 40 points each	440	34%	All CLOs.
RQ Quiz	102	8%	All CLOs.
Discussion Boards (4), 40 points each.	160	12%	All CLOs.
My Hospitality Enterprise Portfolio (3), 60 points each.	180	14%	5, 6, 7.
Mid-term Examination.	150	11%	All CLOs.
Final Examination.	200	15%	All CLOs.
Total Points.	1,306		

*Extra Credits: 100 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 student a quick review of chapter materials.

Discussion Boards: (All CLOs)

Students are required to join the discussion board during the assigned time. There are five discussion boards in total (Weeks 3, 5, 7, 10, and 13). 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. You are allowed to drop one discussion board score.

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 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 October 2 at 11:59 pm

Part 2 Restaurant

Due November 6 at 11:59 pm

Part 3 Open topic (*other than hotel and restaurant*)

Due December 4 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.

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. Unique hotel (20 points), due on 9/25/2016.
2. Unique restaurant (20 points), due on 10/30/2016.
3. Field trip to Hyatt Regency Santa Clara and Santa Clara Convention Center (60 points). Detailed field trip information and time will be announced.

Grading Policy

HSPM 1 Points and Letter Grade

Percentage		Point Range		Letter Grade.
From	To	From	To	
96	100	1,254	1,306	A plus.
93	95	1,215	1,241	A.
90	92	1,175	1,202	A minus.
86	89	1,123	1,162	B plus.
83	85	1,084	1,110	B.
80	82	1,045	1,071	B minus.
76	79	993	1,032	C plus.
73	75	953	980	C.
70	72	914	940	C minus.
66	69	862	901	D plus.
63	65	823	849	D.
60	62	784	810	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.slibrary.org/plagiarism/index.htm>. Please read the SJSU Academic Integrity Policy S04-12 at the website <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 online 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 11:59:59 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/>

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Fall 2016 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.	August 24 to August 28	HSPM 1 Course Introduction.	HSPM1_Syllabus_Quiz (34). Discussion Board-- <i>Self-Introduction</i> (40).
2.	August 29 to September 4.	Ch 1. Introducing Hospitality.	HSPM1_Ch01_Quiz (40).
3.	September 5 to September 11.	Ch 2. The Hotel Business.	HSPM1_Ch02_Quiz (40). Discussion Board 1 (40).
4.	September 12 to September 18	Ch 3. Rooms Division Operations.	HSPM1_Ch03_Quiz, 40 points.
5.	September 19 to September 25.	Ch 4. Food and Beverage Operations (Hotel).	HSPM1_Ch04_Quiz, 40 points. Discussion Board 2 (40). Extra Credit – Unique Hotel (20).

Week.	Date.	Topics, Readings.	Assignments (points). All assignments are due Sunday at 11:59 pm.
6.	September 26 to October 2.	Ch 5. Beverages	HSPM1_Ch05_Quiz, 40 points My Hospitality Enterprise Part 1—Hotel (60)
7.	October 3 to October 9.	Ch 6. Restaurant Business.	HSPM1_Ch06_Quiz, 40 points Discussion Board 3 (40).
8.	October 10 to October 16.	Ch 7. Restaurant Management.	HSPM1_Ch07_Quiz, 40 points.
9.	October 17 to October 23.	Mid-term Examination.	Mid-term Examination, 150 points.
10.	October 24 to October 30.	Ch 8. Managed Services.	HSPM1_Ch08_Quiz, 40 points. Discussion Board 4 (40). Extra Credit – Unique Restaurant (20).
11.	October 31 to November 6.	Ch 9. Tourism.	HSPM1_Ch09_Quiz, 40 points. My Hospitality Enterprise Part 2--Restaurant (60). Extra Credit – Field Trip (60).
12.	November 7 to November 13.	Ch 10. Recreation, Attractions and Clubs.	HSPM1_Ch010_Quiz, 40 points.
13.	November 14 to November 20.	Ch 11. Gaming Entertainment.	HSPM1_Ch11_Quiz, 40 point. Discussion Board 5 (40).
14.	November 21 to November 27.	Thanksgiving Holidays.	
15.	November 28 to December 4.	Ch 12. Meetings, Conventions, Expositions.	HSPM1_Ch12_Quiz, 40 points. My Hospitality Enterprise Part 3--Open Topic (60).
16.	December 5 to December 11.	Ch 13. Special Events.	HSPM1_Ch13_Quiz, 40 points.
	December 12 to December 20.	Course Review. Final Examination will be released on December 14 and due on December 20 at 11:59 pm.	Final Examination, 200 points.