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

# Section 01 (48590)

# Fall 2017

## Contact Information

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| Instructor: | Dr. Kate Sullivan. |
| Office Location: | MH 410. |
| Telephone: | (408) 924-3201. |
| Email: | Kate.sullivan@sjsu.edu  E-mail is the preferred communication method. When sending an e-mail to me, please include course number (HSPM1) in the subject field. I will return your e-mail within two business days. |
| Office Hours: | 12:30 to 1:45 pm, T and Th or by appt. Also see me after class. |
| Class Days/Time: | T/Th 10:30-11:45 am. |
| Classroom: | Macquarrie Hall 324. |

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## 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

## 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; 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.

There is 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.*

1. **Quizzes:** (All CLOs)

There will be 8 quizzes which have 20 questions. You should study the required readings and powerpoints from the week 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).

### Dream Big Dreams!!: 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 in class October 3

Part 2 Restaurant Due in class November 7

Part 3 Open topic (*other than hotel and restaurant*) Due in class December 5

For each part, you should write an 800 word minimum essay (12 point font, 2 inch margins) 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 references, pictures, 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 and a final examination will be 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!

1. **Participation**

This means actively engaged in class attendance and participation in field trips. A roll sheet will be randomly passes during class. Do not sign anothers name or you both will fail this class.

1. **Volunteer at an event**

**There are a number of events coming up this semester that require your help. You must complete a minimum of 8 documented hours over the course of the semester. If you complete more and it is approved by me ahead of time as an acceptable. You can knock off this assignment by working at a home football game with Athletics. You can also help at Homecoming with our department tailgate. There is also Trudy’s Bridal Faire in October. There is a beer tradeshow on Nov. 30. You cannot use other campus activities through your clubs or Greek involvement. They must be coordinated and approved by me. There are many events coming up throughout the semester. More details in class. Must be completed with hours and verification by Dec. 5, 2017.**

**Percentages:**

**8 quizzes @ 20 pts each**

**Dream Big 3 parts 60 pts. each**

**Midterm 100 points**

**Final 100 points**

**Participation 20 pts.**

**Volunteering 40 pts.**

**Total points possible 600**

## Grading Policy

|  |  |  |
| --- | --- | --- |
| Percentage | | **Letter Grade.** |
| From | To |  |
| 96 | 100 | A plus. |
| 93 | 95 | A. |
| 90 | 92 | A minus. |
| 86 | 89 | B plus. |
| 83 | 85 | B. |
| 80 | 82 | B minus. |
| 76 | 79 | C plus. |
| 73 | 75 | C. |
| 70 | 72 | C minus. |
| 66 | 69 | D plus. |
| 63 | 65 | D. |
| 60 | 62 | 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.

## 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 01 48590

# Fall 2017 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, field trips, assignments/project, and changes in course requirements.

| Week. | Date. | Topics, Readings. | **Assignments (points).** |
| --- | --- | --- | --- |
| 1. | August 24. | HSPM 1 Course Introduction. |
| 2. | August 29 to September 1. | Ch 1. Introducing Hospitality. | HSPM1\_Ch01. |
| 3. | September 5 to September 12. | Ch 2. The Hotel Business. | HSPM1\_Ch02. |
| 4. | September 14. | Ch 3. Rooms Division Operations. | HSPM1\_Ch03\_Quiz. |
| 5. | September 19 to September 26. | Ch 4. Food and Beverage Operations (Hotel). | HSPM1\_Ch04\_Quiz. |
| 6. | September 28 to October 3. | Ch 5. Beverages | HSPM1\_Ch05\_Quiz. |
| 7. | October 5 to October 10. | Ch 6. and 7. Restaurant Business. | HSPM1\_Ch06\_Quiz. |
| 8. | Oct. 10 | Online mid term | Opens at 1030 am. |
| 9. | Oct. 12 | NO CLASS IMEX CONFERENCE |  |
| 10. | Oct 17 to Oct. 19. | Ch 8. Managed Services. | HSPM1\_Ch08. |
| 11. | October 24 to  October 26. | Ch 9. Tourism. | HSPM1\_Ch09\_Quiz. |
| 12. | October 31 to November 4. | Ch 10. Recreation, Attractions and Clubs. | HSPM1\_Ch010\_Quiz. |
| 13. | November 7 to  November 9. | Ch 11. Gaming Entertainment. | HSPM1\_Ch11\_Quiz. |
| 14. | November 14 to  November 16. | Field trips |  |
| 15. | November 28 to  November 30. | Ch 12. Meetings, Conventions, Expositions. | HSPM1\_Ch12\_Quiz. |
| 16. | December 5. | Ch 13. Special Events. | HSPM1\_Ch13. |
|  | December 7 | Course Review/  Study Day. |  |
|  | December 13 to  December 19. | **Final Examination** will be released on December 13 and due on December 19 at 11:59 pm. | **Final Examination.** |