

**San José State University**  
**Department of Hospitality, Tourism and Event Management**

**HSPM 102, Hotel & Lodging Operations, Section 01, Spring 2018**

**Course and Contact Information**

<b>Instructor:</b>	Faranak Memarzadeh
<b>Office Location:</b>	MacQuarrie Hall 409
<b>Telephone:</b>	(408) 924-7487
<b>Email:</b>	<a href="mailto:Faranak.memarzadeh@sjsu.edu">Faranak.memarzadeh@sjsu.edu</a>
<b>Office Hours:</b>	Tuesday & Thursday 10:00 a.m. – 11:45 a.m. or by appointment
<b>Class Days/Time:</b>	Tuesday & Thursday 12:00 pm – 1:15 pm
<b>Classroom:</b>	Sweeney Hall 120
<b>Prerequisites</b>	HSPM 001, HSPM 065 or instructor consent

**Course Description**

Principles of organization, management and decision models applied to the tasks and challenges of hotel operations. Involves techniques of problem solving (including planning, organizing, staffing, directing and controlling operations) in areas of front office operations, housekeeping, food/beverage and personnel. Prerequisites: HSPM 001, HSPM 065 or instructor consent. HSPM Majors and Minors only. Co-requisite: HSPM 001.

**Course Learning Outcomes (CLO)**

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

1. Describe the history and trends of the hotel industry;
2. Classify the major hotel markets;
3. Comprehend the structure of the hotel industry;
4. Describe the managerial functions of hotel managers;
5. Describe functions of each department in a hotel;
6. Examine the sales and marketing activities;
7. Make revenue management decisions;
8. Evaluate operational results.

**Required Texts/Readings**

**Textbook**

Hayes, D., Ninemeier, J., & Miller, A. (2012). *Foundations of Lodging Management*: 2nd. Edition: Pearson. ISBN: 9780132560894.

## 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](mailto:christa.bailey@sjsu.edu). Helpful electronic resource: URL: <http://libguides.sjsu.edu/hospitality>.

### Here is a brief list of some Internet resources you may find useful for your research:

[Hotel World Network](http://www.hotelmanagement.net/) at <http://www.hotelmanagement.net/>

[Hotel Business](http://www.hotelbusiness.com/main.php) at <http://www.hotelbusiness.com/main.php>

[Hospitality Net](http://www.hospitalitynet.org/index.html) at <http://www.hospitalitynet.org/index.html>

[Hotel News Now](http://www.hotelnewsnow.com/) at <http://www.hotelnewsnow.com/>

[Smith Travel Research](http://www.str.com/) at <http://www.str.com/>

[PriceWaterhouseCoopers](http://www.pwc.com/us/en/index.jhtml) at <http://www.pwc.com/us/en/index.jhtml>

[PKF Consulting](http://www.cbre.us/services/valuationadvisory/pkf-consulting/Pages/hospitality-consulting.aspx) at <http://www.cbre.us/services/valuationadvisory/pkf-consulting/Pages/hospitality-consulting.aspx>

[Hotel Marketing](http://hotelmarketing.com/) at <http://hotelmarketing.com/>

## Course Requirements and Assignments

### a) Participation, Class Activities and Class Projects (15%)

Participation in this course is expected. To receive maximum benefit from this course, you are expected to attend all classes, come prepared, and actively participate in class activities. Late arrival and early departure in class are marks of disrespect, unprofessional, and interrupt class. ***Please be on time.*** Evaluation of participation will be based on participation in class discussions and exercises, homework, and assignments.

### b) Hotel Research Group Project (30%)

The purpose of this assignment is to identify the structure of hotel industry. Each group is responsible to survey one major hotel market, brand or chain.

For this project survey the information such as: marketing and operating strategies, HR, housekeeping, food & beverage, and any other information related to this course.

Each group needs to conduct a comprehensive research utilizing all the available resources such as:

- Associated articles, books, magazines
- Reliable, professional, and official websites
- In person interview with industry professionals or hotel managers and staff

Final report will be submitted on the presentation date. Each group needs to submit a hard copy of their report; Minimum of 20 pages report should include:

- Front page (project and group members` name)
- Double space findings report with appropriate citation
- Table of contents and references

Each group will have 20 minutes to present the findings. Group members should participate in the presentation. Based on the provided rubrics, students along with the instructor, will evaluate the presenter groups. Presenter groups may add photos or videos to the presentation if they had any from in-person site visit or the hotel official website. The average of the students` and instructor`s evaluations will indicate the final presentation score,

which will be considered as 50% of group project score. The other 50% of the group projects` score is associated with the quality of the submitted hard copy.

**c) Current Events (10%)**

At the beginning of each class students will discuss a current event in the hospitality industry or in their expert area. Students must be prepared to discuss a current event. Students will lose participation points if they are not prepared when I call on you.

**d) Exams (15% Each)**

There will be three (3) online examinations. Exams will be in an objective format and are not cumulative. The examinations may consist of multiple choice, true/false, fill-in-the-blanks questions, scenario/questions and will cover class materials, activities, student observations, and current events, when applicable. The exam questions will focus on students` knowledge and intellectual skills, by testing their understanding topics covered.

The tentative schedule for the exams is as follows:

Exam 1: Chapters 1, 2, 3, 4, 5

Exam 2: Chapters 6, 7, 8, 9, 10

Exam 3: chapters 11, 12, 13, 14

**Grading Information**

Assignment	Weight
Participation/ Cass Activities & Class Projects	15%
Hotel Research Project	30%
Current Events	10%
Exam 1	15%
Exam 2	15%
Exam 3	15%
<b>TOTAL</b>	<b>100%</b>

**Grading Percentage Breakdown**

Total Points	Letter Grade
97%-100%	A+
93%-96%	A
90%-92%	A-
87% - 89%	B+
83% - 86%	B
80%-82%	B-
77% - 79%	C+
73% - 76%	C
70%-72%	C-
67% - 69%	D+
63% - 66%	D
60%-62%	D-
0-59%	F (Unsatisfactory)

## Classroom Protocol

### Class Participation

Class will begin promptly at the designated time; therefore, regular and punctual class participation is expected. ***Students missing more than 3 classes without a reasonable excuse will receive zero participation points.*** Reasonable excuses include: family emergency, illness, and a serious personal problem. Students are expected to read the course material and complete their homework before coming to class and participate in class discussions and activities.

### Late Homework/Exams/Assignments

All assignments are due on the due date announced to the students. ***Late assignments will not be accepted.*** No make-ups will be given for missed assignments, unless student has an acceptable excuse. Students should meet with the instructor during her office hours if they have any problems with the assignments.

## HSPM 102, Hotel & Lodging Operations, Section 01, Spring 2018, Course Schedule

***Note: Schedule is subject to change***

### Course Schedule

Class	Date	Day	Topics, Readings, Assignments	Chapter
1	1/25	R	Orientation & Introduction to the Course	N.A.
2	1/30	T	Introduction to Lodging Industry	CH. 1
3	2/1	R	Introduction to Lodging Industry (Cont.)	CH. 1
4	2/6	T	Structure of Lodging Industry	CH. 2
5	2/8	R	Guest Service	CH. 3
6	2/13	T	Lodging Operations	CH. 4
7	2/15	R	Staffing / <i>Exam 1 Review</i>	CH. 5
8	2/20	T	<i>Guest Speaker 1</i>	N.A.
9	2/22	R	<i>Exam 1</i>	1-5
11	2/27	T	Front Office-Revenue Management (Team Building)	CH. 6
10	3/1	R	Sales and Marketing	CH. 7
12	3/6	T	Sales and Marketing (Cont.)	CH. 7
13	3/8	R	Housekeeping	CH. 8
14	3/13	T	Maintenance	CH. 9
15	3/15	R	Food & Meeting in Limited Service/ <i>Exam 2 Review</i>	CH. 10
16	3/20	T	<i>Exam 2</i>	6-10

<b>Class</b>	<b>Date</b>	<b>Day</b>	<b>Topics, Readings, Assignments</b>	<b>Chapter</b>
<i>17</i>	<i>3/22</i>	<i>R</i>	<i>Class Project</i>	<i>N.A.</i>
<i>18</i>	<i>3/27</i>	<i>T</i>	<i>SPRING RECESS</i>	<i>N.A.</i>
<i>19</i>	<i>3/29</i>	<i>R</i>	<i>SPRING RECESS</i>	<i>N.A.</i>
<i>20</i>	<i>4/3</i>	<i>T</i>	<i>Guest Speaker 2</i>	<i>N.A.</i>
21	4/5	R	Food & Beverage in Full Service Hotels	CH. 11
22	4/10	T	Controller	CH. 12
23	4/12	R	Safety & Security	CH. 13
24	4/17	T	Careers in the Lodging Industry	CH.14
<i>25</i>	<i>4/19</i>	<i>R</i>	<i>Field Trip</i>	<i>N.A.</i>
26	4/24	T	<i>Group Project Preparation Session</i>	<i>N.A.</i>
27	4/26	R	<i>Group Project Preparation Session</i>	<i>N.A.</i>
28	5/1	T	Group Project Presentation	<i>N.A.</i>
29	5/3	R	Group Project Presentation	<i>N.A.</i>
30	5/8	T	Group Project Presentation	<i>N.A.</i>
<i>31</i>	<i>5/10</i>	<i>R</i>	<i>Exam 3 Review Session</i>	<i>N.A.</i>
<i>32</i>	<i>5/16</i>	<i>W</i>	<i>Exam 3</i>	<i>11-14</i>