

San José State University
Department of Hospitality, Tourism and Event Management
HSPM 102, Hotel & Lodging Operations, Section 02, fall 2017

Course and Contact Information

Instructor:	Faranak Memarzadeh
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Office Hours:	Tuesday and Thursday, 10:30 a.m. – 11:45 a.m. or by appointment
Class Days/Time:	Tuesday & Thursday, 12:00 p.m. – 1:15 p.m.
Classroom:	MacQuarrie Hall 324
Prerequisites	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. Identify the major hotel markets;
3. Comprehend the structure of the hotel industry;
4. Describe the managerial functions of hotel managers;
5. Explain 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. Helpful electronic resource: URL: <http://libguides.sjsu.edu/hospitality>.

Course Requirements and Assignments

a) Participation & In-class Activities (10%)

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 (15%)

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

Grading Information

Assignment	Weight
Participation/ In-class Activities	10%
Hotel Research Project	30%
Current Events	15%
Exam 1	15%
Exam 2	15%
Exam 3	15%
TOTAL	100%

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 02, fall 2017, Course Schedule

Note: Schedule is subject to change

Course Schedule

Class	Date	Day	Topics, Readings, Assignments	Chapter
1	8/24	R	Orientation & Introduction to the Course	N.A.
2	8/29	T	Introduction to Lodging Industry	CH. 1
3	8/31	R	Introduction to Lodging Industry (Cont.)	CH. 1
4	9/5	T	Structure of Lodging Industry	C.H. 2
5	9/7	R	Structure of Lodging Industry (Cont.)	CH. 2
6	9/12	T	Guest Service	CH. 3
7	9/14	R	Lodging Operations	CH. 4
8	9/19	T	Staffing / <i>Exam 1 Review</i>	CH. 5
9	9/21	R	<i>Exam 1</i>	<i>1-5</i>
11	9/26	T	<i>Guest Speaker 1</i>	<i>N.A.</i>
10	9/28	R	Front Office-Revenue Management (Team Building)	CH. 6
12	10/3	T	Sales and Marketing	CH. 7
13	10/5	R	Sales and Marketing (Cont.)	CH. 7
14	10/10	T	Housekeeping	CH. 8
15	10/12	R	Maintenance	CH. 9
16	10/17	T	Food & Meeting in Limited Service/ <i>Exam 2 Review</i>	CH. 10
17	10/19	R	<i>Exam 2</i>	<i>6-10</i>
18	10/24	T	<i>Guest Speaker 2</i>	<i>N.A.</i>
19	10/26	R	Food & Beverage in Full Service Hotels	CH. 11
20	10/31	T	Controller	CH. 12
21	11/2	R	Safety & Security	CH. 13
22	11/7	T	<i>Field Trip</i>	<i>N.A.</i>
23	11/9	R	Group Project Session	N.A.
24	11/14	T	<i>No Class (Conference)</i>	<i>N.A.</i>

Class	Date	Day	Topics, Readings, Assignments	Chapter
25	11/16	R	Group Project Presentation	N.A.
26	11/21	T	Group Project Presentation	N.A.
27	11/23	R	<i>Thanksgiving Holiday</i>	N.A.
28	11/28	T	Group Project Presentation	N.A.
29	11/30	R	Group Project Presentation	N.A.
30	12/5	T	Group Project Presentation	N.A.
31	12/7	R	<i>Discussion Session: Hotel Industry Careers</i>	N.A.
32	12/12	T	<i>Discussion Session: the Future of Hotel Industry</i>	N.A.
33	12/13	W	<i>Exam 3</i>	11-13