

San José State University
Department of Hospitality, Tourism and Event Management
HSPM 121, Hospitality Leadership and Management, 24060, Sec. 01

SPRING 2019

Course and Contact Information

Instructor:	Dr. Yinghua (Michelle) Huang
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Office Hours:	Tuesday, 1:45 pm-3:00 pm Wednesday, 10:00 am-11:30 pm Thursday, 1:45 pm-3:00 pm
Class Days/Time:	Monday and Wednesday, 12:00 pm-1:15 pm
Classroom:	Boccardo Business Center 324 and Canvas website
Prerequisites:	HSPM 1, HSPM 65

Course Format

Technology Intensive, Hybrid, and Online Courses

This course adopts a hybrid delivery format. Internet connectivity and personal computer are required for participating in classroom activities and submitting assignments. Please refer to the course schedule for the dates of face-to-face meeting and canvas study.

Course Description

Reviews and analyzes leadership theories and different leadership approaches. Explores how each leadership approach can be applied in hospitality and tourism organizations. Topics include leadership theories, leadership styles, followership, and applications of different leadership approaches in business settings.

Course Learning Outcomes (CLO)

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

1. CLO 1 interpret key concepts and terminologies in leadership
2. CLO 2 explain the fundamental leadership theories and principles
3. CLO 3 assess personal leadership qualities such as leadership style, strengths, and development opportunities

4. CLO 4 create a personal leadership development roadmap for the next five years
5. CLO 5 recognize typologies of effective followership that contribute to the leadership process
6. CLO 6 practice communication skills including writing, discussion, oral presentation and listening
7. CLO 7 use in-depth interviewing and questionnaire survey methods to explore individuals' views on leadership and followership

Required Texts/Readings

Textbook

Peter G. Northouse (2018). *Leadership: Theory and Practice*, 8th ed. Thousand Oaks, CA: Sage Publications. ISBN: 9781544326443.

The bundle of the textbook and the interactive ebook is recommended.

Library Liaison

Laurie Borchard, Student Success Librarian, Academic Services Liaison for Hospitality, Tourism & Event Management, Dr. Martin Luther King Jr. Library, San Jose State University. E-mail: Laurie.borchard@sjsu.edu. Phone: (408) 808-2083. Helpful electronic resource: URL: <http://libguides.sjsu.edu/hospitality>.

Course Requirements and Assignments

Assignments	CLO	Weights
1. Participation	1, 2, 3	15%
2. Canvas Discussion Board	1, 2, 3	8%
3. Canvas Module Review Quizzes	1, 2, 3	7%
4. Chapter Quizzes	1, 2, 3	25%
5. Mid-Term Examination	1, 2, 3	10%
6. Group Project Written Report	3, 5, 6, 7	12%
7. Group Project Presentation	3, 5, 6, 7	8%
8. Final Examination	1, 2, 4, 5	15%
Total		100%

Participation (15%)

Class participation is required. Evaluation of participation will be based on engagement in classroom activities. For example, each group is required to lead a class discussion on an assigned case from the textbook. All students are expected to participate in the case discussion.

Canvas Discussion Board (8%)

Students are required to join the discussion board during the assigned time. The students 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 and respond to at least two other classmates' posts for each topic. You should complete the assignment by the given deadline.

Canvas Module Review Quizzes (7%)

Students are expected to review the canvas chapter modules before and after each class meeting. Several review quizzes will be inserted in each chapter module in order to help you better understand the materials.

Students must review the chapter module materials and complete review quizzes by the deadline. The quiz format may be true/false, multiple choice, short definitions, matching, short answer, or problems.

Chapter Quizzes (25%)

Online chapter quizzes will be given with specific timeframe. The chapter exam may consist of multiple choice, true/false questions, short definitions, and matching. You have 30 minutes to complete the exam. Students need to complete the quizzes before deadlines.

Mid-term Exam (10%)

The mid-term exam will be given on Canvas to evaluate your learning progress. The mid-term exam will open between **Mar. 20**, 12:01am and **Mar. 24**, midnight. The mid-term exam may include multiple choice, true/false questions, short definitions, and matching. You have 60 minutes to complete the exam.

Final Examination (15%)

The final exam will be given on Canvas to assess your ability to absorb the knowledge covered in this course. The exam will open between **May 15**, 12:01am and **May 19**, midnight. The final exam consists of multiple choice, true/false questions, short definitions, and matching. You have 90 minutes to complete the final. Don't let your reading stack up until the last week before the examination. It will show. Study continuously!

The instructor will not administer make-up examinations unless there is an acceptable excuse. If you know that you will not be able to take an exam during its scheduled time, please inform the instructor and make an appropriate arrangement.

According to the [University Policy S16-9](http://www.sjsu.edu/senate/docs/S16-9.pdf) (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course-related activities, including but not limited to internships, labs, and clinical practice. Other course structures will have equivalent workload expectations as described in the syllabus.

Group Project: Followership & Leadership Case Studies (12%) and Presentations (8%)

Students will form groups (two or three students in a group) by **Feb. 6**, 2019. Every group will prepare a written report and conduct two in-classroom presentations. This group project consists of the following two parts:

1. *Part 1: Exploring Followership Typologies (Due on March 31).* Each group is required to interview and survey at least eight followers in hospitality or tourism organizations. The interviewee will be asked to think of a specific leader-follower situation where he or she was in the role of follower. Students are expected to design interview questions to investigate followers' characteristics, following behaviors and motivations. Students will also adopt Kelley's followership questionnaire (1992) to survey the respondents after the interview. Then, students need to analyze the qualitative and quantitative data collected and to explore the similarities and differences among followers. The findings of Part 1 will identify effective followership practices that students can adopt in workplaces.
2. *Part 2: Exemplary Leadership Profile (Due on May 13).* After exploring following behaviors in Part 1, each group is asked to interview an exemplary leader in a hospitality or tourism organization in Part 2. Students need to analyze the individual's view of followership, leadership style, leadership philosophy, situational factors, and career influences. The purpose of part 2 is to conduct critical evaluation and synthesis of the leader's profile based on the leadership theories discussed in this course.

More details of this project guidelines will be posted on Canvas and discussed further in class. Your report should follow the APA format. Collaborative tools (i.e., Google Doc., and Prezi.com) are encouraged to prepare your document.

Team report score is subject to the instructor’s assessment on the final version of the written report. Please have the team leader to submit the project drafts, the final written report and presentation documents by the deadlines. Team members don’t need to submit duplicated reports. Please submit electronic version only to Canvas (preferred in PDF format).

Team presentation score is subject to the audience’s assessment. A structured evaluation form will be given the audience. Each team needs to perform two stand-up presentations for Part 1 and Part 2. Each presentation should be no more than 12 minutes.

A within-team peer assessment will be used to evaluate each team member’s participation and contribution. Each team member’s score for the group project will be calculated as below:

$$\text{Team member score} = \text{team score} \times \text{within-team peer assessment (\%)}$$

Written Report Rubric

Criteria	High Quality	Average Quality	Low Quality	Points
Content	(8-10 points) Discuss all interview questions and survey items listed in the project guidelines	(4-7 points) Discuss the majority of the project guidelines, but one or two items are missing.	(1-3 points) More than two items in the project guidelines are missing.	10
Supporting Evidence & facts	(8-10 points) Accurate and detailed use of specific stories, examples, and facts to support arguments. Appropriate use of graphs and tables to visualize data collected.	(4-7 points) Use stories and examples in general, but some supporting materials are not quite relevant or specific. Use some graphs and tables to visualize data, but some data are not presented correctly.	(1-3 points) Few supporting examples and facts or many supporting materials are irrelevant. Few graph, tables or photos.	10
Grammar and Style	(5-6 points) Mastery of spelling, only a few grammar errors. Adoption of accurate APA style references.	(3-4 points) Some grammar errors. Some references are not in APA style.	(1-2 points) Many spelling errors. No reference.	6

Group Presentation Rubric

Criteria	High Quality	Average Quality	Low Quality	Points
Content	(8-10 points) Discuss all the questions listed in the project guidelines Appropriate use of specific stories, facts, and pictures to illustrate the discussion.	(4-7 points) Discuss the majority of the interview questions, but one or two questions are missing. Use examples, pictures, and graphs in general, but some supporting materials are not quite relevant or specific.	(1-3 points) More than two questions in the project guidelines are missing. Few supporting evidence or pictures, or many supporting materials are irrelevant.	10
Presentation Professionalism	(8-10 points) Appropriate dress to impress, clear verbal communication, appropriate body language, using various ways to engage the audience.	(4-7 points) Appropriate dress to impress, clear verbal communication, good eye contact with the audience.	(1-3 points) Distracting body movement, unclear verbal communication. Don't engage the audience.	10
Powerpoint Design	(3 points) All slides are clearly formatted. No word is smaller than 24 font size. Appropriate word color and background.	(2 points) Several slides are crowded or not clear to see. Some fonts are too small.	(1 point) More than three slides are too crowded. Background color makes word hard to see.	3
Time Control	(2 points) Finish presentation within 12 minutes.	(1 point) Presentation time exceeds 12 minutes, but less than 15 minutes.	(0 point) Presentation time exceeds 15 minutes.	2

Grading Information

A plus = 100 to 97%	A = 96 to 93%	A minus = 92 to 90%
B plus = 89 to 87%	B = 86 to 83%	B minus = 82 to 80%
C plus = 79 to 77%	C = 76 to 73%	C minus = 72 to 70%
D plus = 69 to 67%	D = 66 to 63%	D minus = 62 to 60%
F = 59 to 0%		

Total assignment points earned by the individual student will be calculated as a percentage of total point value for all graded assignments. Students can look up the overall percentage in the course gradebook of their canvas account. The final grade is determined by the overall percentage shown on canvas and extra credits. The decimal points will be rounded for final grade calculation. For example, if you got a total percentage of 89.51% on canvas and earned 1 bonus point, your final grade will be rounded to 91%, A-minus.

Extra Credit

There will be opportunities to earn extra credits through this semester. Please pay attention to the announcement.

1. There will be some pop-up lecture review games at the end of class. Students will work in groups to answer a set of questions. The first group that completes all questions with 100% accuracy will win and earn **0.5 bonus point**.
2. There will be two jeopardy games during the midterm/final exam review session. Students will work in groups to compete against one another. The group that earns the highest scores will win and receive **1 bonus point**.
3. A mid-term learning survey will be distributed on March 25, 2019. Students who complete the survey will earn **1 bonus point**.

Late Assignment Submissions

This course has set due dates for all assignments, assessments, and discussions. You can refer to the Assignment Summary page under the Syllabus tab on Canvas to review all deadlines. It is the student responsibility to follow the assignment deadlines. 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. Late submission will be reduced by 20% of the total points for the missed assignment.

Classroom Protocol

1. A planned absence should be conveyed to the Instructor via e-mail a minimum of eight hours prior to class start time.
2. Laptops and Tablets must be turned off or closed during the class unless the instructor requests the usage of those electronic devices.
3. Cell phones must be out of sight and placed in vibrate mode during the class.
4. Please sit in the front and middle of the classroom for better vision and communication. Please avoid sitting in the last row.
5. Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on the [Canvas Learning Management System course login website](http://sjsu.instructure.com) at <http://sjsu.instructure.com>. You are responsible for regularly checking with the CANVAS system to learn of any updates.
6. The instructor will use Canvas announcement to make course-related announcements. In Canvas, you need to 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/> Make sure to review these university policies and resources.

HSPM 121, Sec 01 / Hospitality Leadership and Management, SPRING 2019, Course Schedule

First day of class: Jan. 24
 Last day to drop: Feb. 5

Last day to add: Feb. 12
 Grades Due: May 24

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	Jan. 24-27	Canvas Module Preview
2	Jan. 28	Syllabus (Canvas)
	Jan. 30	Chapter 1 Introduction (BBC 324)
3	Feb. 4	Group Project Preparation (Canvas)
	Feb. 6	Chapter 1 Introduction (BBC 324)
4	Feb. 11	Chapter 12 Followership (Canvas)
	Feb. 13	Chapter 12 Followership (BBC 324)
5	Feb. 18	Chapter 2 Trait Approach (Canvas)
	Feb. 20	Chapter 2 Trait Approach (BBC 324)
6	Feb. 25	Chapter 3 Skills Approach (Canvas)
	Feb. 27	Chapter 3 Skills Approach (BBC 324)
7	Mar. 4	Chapter 4 Behavioral Approach (Canvas)
	Mar. 6	Chapter 4 Behavioral Approach (BBC 324)
8	Mar. 11	Chapter 5 Situational Approach (Canvas)
	Mar. 13	Chapter 5 Situational Approach (BBC 324)
9	Mar. 18	Mid-term Course Review (BBC 324)
	Mar. 20	Mid-term Exam (Canvas)
10	Mar. 25	Group Project Presentation: Part 1 (BBC 324)
	Mar. 27	Group Project Presentation: Part 1 (BBC 324)

Week	Date	Topics, Readings, Assignments, Deadlines
11	Apr. 1	<i>SPRING RECESS</i>
	Apr. 3	<i>SPRING RECESS</i>
12	Apr. 8	Chapter 6 Path-Goal Theory (Canvas)
	Apr. 10	Chapter 6 Path-Goal Theory (BBC 324)
13	Apr. 15	Chapter 7 Leader-Member Exchange Theory (Canvas)
	Apr. 17	Chapter 7 Leader-Member Exchange Theory (BBC 324)
14	Apr. 22	Chapter 8-11 Four Leadership Approaches (Canvas)
	Apr. 24	Chapter 8-11 Four Leadership Approaches (BBC 324)
15	Apr. 29	Chapter 8-11 Four Leadership Approaches (Canvas)
	May 1	Course Review for Final Exam
16	May 6	Group Project Preparation (Canvas)
	May 8	Group Project Presentation: Part 2 (BBC 324)
17	May 13	Group Project Presentation: Part 2 (BBC 324)
	May 15-19	Final Exam (Canvas)

Note: This course schedule is subject to change with fair notice and how the notice will be made available. Any revision will be announced in advance through Canvas. It is the student's responsibility to be aware of all classroom discussions, assignments, and changes in course requirements.