

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

**HSPM 175, Entrepreneurship in Hospitality, Section 01, Spring 2018**

**Course and Contact Information**

<b>Instructor:</b>	Faranak Memarzadeh
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<b>Office Hours:</b>	Tuesday and Thursday 10:30 a.m. – 11:45 a.m. or by appointment
<b>Class Days/Time:</b>	Monday and Wednesday 1:30 p.m. – 2:45 p.m.
<b>Classroom:</b>	Boccardo Business Center 225
<b>Prerequisites:</b>	HSPM 001, HSPM 065, BUS1 020 or BUS1 020N

**Course Description**

Explores the entrepreneurial opportunities available in the public, non-profit, and private sectors by examining the process of creating, planning, and managing hospitality, recreation, and tourism ventures, programs, and services. Prerequisite: HSPM 001, HSPM 065, BUS1 020 or BUS1 020N. Senior Standing.

**Course Learning Outcomes (CLO)**

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

1. Describe entrepreneurship, and the characteristics of entrepreneurial firms.
2. Explain the entrepreneurial process.
3. Identify and describe techniques entrepreneurs use to generate ideas.
4. Understand the feasibility analysis.
5. Describe business models.
6. Discuss the guidelines to write an effective business plan.
7. Describe the market issues.
8. Describe intellectual property, and its importance.
9. Evaluate the challenges of growth.

## Required Texts/Readings

### Textbook

Barringer, B., & Ireland, D. (2015). *Entrepreneurship: Successfully Launching New Ventures*: 5th Edition: Pearson. ISBN: 9780133797190

### 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>.

## Course Requirements and Assignments

### a) Class Activities and Participation (10%)

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 class activities will be based on participation in class discussions, and assignments.

### b) Group Project (Business Plan) (45%)

Students will be involved in a real case business plan development assignment. Each team will participate to develop detailed business plan throughout the semester and the results will be presented. 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.

Each group will have 20 minutes to present the findings. Based on the provided rubrics, students along with the instructor, will evaluate the presenter groups. 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 of the business plan. ***More details about group project will be discussed in class.***

### c) Case Studies (15%)

During the semester several case studies will be assigned. Students must be prepared to discuss the case study on the following class when I call on the name. Case study assignments should be submitted on Canvas ***prior to the class and ahead of the deadline.***

### d) Exams (10% 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, and will cover class materials, activities, and student observations, when applicable. The exam questions will focus on students` knowledge and intellectual skills by testing their understanding of the covered subjects. 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, 15

## Grading Information

Assignment	Weight
Class Activities and Participation	10%
Group Project	45%
Case Studies	15%
Exam 1	10%
Exam 2	10%
Exam 3	10%
<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 175, Entrepreneurship in Hospitality, Section 01, Spring 2018, Course Schedule

*Note: Schedule is subject to change*

### Course Schedule

Class	Date	Day	Topics, Readings, Assignments	Chapter
1	1/24	W	Introduction to the Course	N.A.
2	1/29	M	Introduction to Entrepreneurship	1
3	1/31	W	Recognizing Opportunities and Generating Ideas	2
4	2/5	M	Feasibility Analysis	3
5	2/7	W	Developing an Effective Business Model	4
6	2/12	M	Developing an Effective Business Model (Cont.)	4
7	2/14	W	Industry and Competitor Analysis	5
8	2/19	M	Industry and Competitor Analysis/ Review for Exam One	5
<b>9</b>	<b>2/21</b>	<b>W</b>	<b>Exam 1</b>	<b>1-5</b>
11	2/26	M	Writing a Business Plan	6
10	2/28	W	Writing a Business Plan (Cont.)	6
12	3/5	M	Preparing a Proper Ethical and Legal Foundation	7
13	3/7	W	Assessing a New Venture's Financial Strength & Viability	8
14	3/12	M	Assessing a New Venture's Financial Strength & Viability	8
15	3/14	W	Building a New-Venture Team	9
16	3/19	M	Getting Funding or Financing	10
17	3/21	W	Getting Funding or Financing / Exam Two Review	10
<b>18</b>	<b>3/26</b>	<b>M</b>	<b>SPRING RECESS</b>	<b>N.A.</b>
<b>19</b>	<b>3/28</b>	<b>W</b>	<b>SPRING RECESS</b>	<b>N.A.</b>
<b>20</b>	<b>4/2</b>	<b>M</b>	<b>Exam 2</b>	<b>6-10</b>
21	4/4	W	Unique Marketing Issues	11
22	4/9	M	The Importance of Intellectual Property	12
23	4/11	W	Preparing for and Evaluating the Challenges of Growth	13
<b>24</b>	4/16	M	Strategies for Firm Growth	14
25	4/18	W	Franchising	15
26	4/23	M	Group Project Session	N.A.
27	4/25	W	Group Presentation	N.A.
28	4/30	M	Group Presentation	N.A.
29	5/2	W	Group Presentation	N.A.

<b>Class</b>	<b>Date</b>	<b>Day</b>	<b>Topics, Readings, Assignments</b>	<b>Chapter</b>
30	5/7	M	Group Presentation	N.A.
31	5/9	W	Group Presentation	N.A.
<b>32</b>	<b>5/16</b>	<b>W</b>	<b><i>Exam 3</i></b>	<b><i>11-15</i></b>