

**San José State University**  
**Department of Hospitality Management**  
**HSPM 177 Hospitality Service Management**  
**Section 1, 3 units**

**Spring 2017**

**Contact Information**

<b>Instructor:</b>	Dr. Jooyeon Ha
<b>Office Location:</b>	MH 514
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<b>Office Hours:</b>	M/W 11am-1pm
<b>Class Days/Time:</b>	M/W 1:30pm – 2:45pm
<b>Classroom:</b>	BBC 225
<b>Prerequisites:</b>	Senior Standing - HSPM 1, 11, 65, 102, 130

**Canvas and MYSJSU Messaging**

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on Canvas. You are responsible for regularly checking with the messaging system through Canvas or SJSU email to learn any updates.

**Course Description**

Develop skills in setting formal service standards and procedures to deliver customer experience and evaluate service quality for hospitality businesses. Topics include service experience design, psychological/social characteristics of customer satisfaction, service delivery processes, consumer/server encounters, service quality, and service recovery.

**Course Learning Outcomes (CLO)**

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

- CLO 1: Define service quality and customer satisfaction in the hospitality field.
- CLO 2: Use quantitative and qualitative tools for assessing service quality in the hospitality field.
- CLO 3: Explain hospitality leaders' roles in defining, developing, and maintaining their service
- CLO 4: Communicate and present the findings of a service improvement plan.
- CLO 5: Apply the knowledge and tools learned in this course to an actual hospitality business.
- CLO 6: Develop the innovative service strategies to enhance customer experiences

**Required Texts/Readings**

1. Bagdan, P. J. (2013). Guest Service in the Hospitality Industry. New Jersey: John Wiley & Sons. e-text is available: [www.wiley.com](http://www.wiley.com)
2. Disney Institute. (2001). Be Our Guest. Perfecting the art of customer service. New York, NY: Disney Edition.

### **Recommended Readings**

1. Ford, R.C., Sturman, M.C., Heaton, C.P. (2012). Managing quality service in hospitality. Clifton Park: Delmar Cengage Learning.
2. Fitzsimmons, J. A., Fitzsimmons, M. J., Bordoloi, S. K. (2014). Service management: Operations, strategy, information technology. New York, NY: McGraw-Hill Irwin

### **Other readings**

Available on Canvas

### **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**

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](#) at <http://www.sjsu.edu/senate/docs/S16-9.pdf>.*

### **Verifiable excuses**

A verifiable excuse that is deemed acceptable includes any of the following:

1. Evidence (medical note) from a physician or hospital verifying an illness or medical condition;
2. A letter from an instructor or department that documents attendance at a trade show, conference, convention, athletic event or other activity that is university-related;
3. Court-mandated appearance (with appropriate documentation)
4. Death of a close relative (with appropriate documentation)

Excuses other than the above are generally not verifiable, and the instructor will make no attempt to verify any other excuse.

Excuses will NOT be allowed for the following:

1. Work (or Internship)
2. Leisure travel or family reunion
3. Car troubles and repairs

**Work is not an excuse for missing class. If you have work schedule conflicts, you have to rearrange your work schedule to attend class.**

***Note: No make-up work will be given unless prior arrangements are made with the instructor or a verifiable excuse is provided. Late submissions will not be accepted.*** If you have an emergency or a verifiable excuse to be absent, please be ready to provide documentation if asked to do so.

### **Participation**

Participation in this course is expected. **Late arrival and early departure in class are marks of disrespect, unprofessionalism, and interrupt class.** Please be on time. **Evaluation of participation will be based on participation in class discussions and exercises.** If you miss class, **no make-up** will be given.

### **Quizzes**

Both scheduled/pop and in-class/online quizzes will be given. Scheduled quizzes will be announced. **No make-up quiz** will be given.

### **Mid-term and Final Examinations**

Exams will test your knowledge and understanding of material covered in class and in your readings. Each exam will consist of any combination of multiple choice, true/false, fill in the blank, short answer, and essay questions. **Dates for exams are set and students are responsible for planning to take exams on the dates specified on the course schedule.**

### **Reading Assignment (Individual assignment)**

Read the assigned books or articles and write the reflection paper. Due dates are specified on the course schedule. **No late submissions are allowed.**

### **Group Project: Service audit**

Students in groups will develop a service quality improvement plan for the one hospitality service organization. An **in-depth project guideline** is posted on Canvas.

### **Grading Information**

Assignments.	Points.	CLOs.
A. Participation	Up to 30 pts (3 pts each)	All CLOs
B. Quizzes	Up to 60 pts (10 pts each)	All CLOs
C. Midterm exam	50 pts	All CLOs
D. Final exam	50 pts	All CLOs
E. Reading Assignments	70 pts (10 pts each)	All CLOs
F. Group project: Service audit	120 pts	All CLOs
Total	~ 380	

### **Grading Policy**

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

### **Classroom protocol**

Students are expected to attend class regularly, arrive promptly, have completed the required readings for the session before coming to class, and participate thoughtfully in all in-class activities. Cell phones must be turned off and stowed at all times. Lecture notes and/or PowerPoint slides are available on Canvas. Class materials should be downloaded from the course website and brought to

class either as a hard copy or on your laptop. Laptops and tablets are permitted in the class for class-related purposes ONLY, and their uses will be closely supervised by the instructor. If any student is found to be using a laptop or tablet for non-class purposes, the student will be prohibited from using the device(s) in class for the remainder of the semester.

Please make a sincere attempt to arrive on time. If you arrive late, please enter the classroom quietly. It is difficult to educate fellow classmates with constant interruptions at the door. If you miss a class, given the size of this class, it is your responsibility to catch up.

E-mail Announcements

The instructor will use e-mail to make course-related announcements. It is the student’s responsibility to provide the instructor with correct e-mail address and to read e-mail regularly. Please specify the e-mail account you will use in the e-mail. When sending an e-mail to the instructor, please type your name and **course number (and section number)** in the SUBJECT field. The instructor will not read any unidentifiable e-mail.

Behavior during class period should reflect professional courtesy. Please refrain from any unnecessary talking, deactivate any pagers and/or cell phones, conducting business not related to the course, and snoozing.

**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 177 Hospitality Service Management  
Spring 2017 Tentative Course Schedule**

The instructor reserves the right to revise this tentative schedule with fair advanced notice in order to enhance the achievement of learning objectives. Any revision will be announced in class and through e-mail. It is the student’s responsibility to be aware of all classroom discussions, assignments, and changes in course requirements.

Date		Topics & Readings	Assignments, Readings & Deadlines
M	1/30	Introduction and Course Overview	
W	2/1	Ch 1. Basics of Guest Service	
M	2/6	Ch 2. Defining guest service	Project groups
W	2/8	Nature of service	Quiz 1 (Due 2/12)
M	2/13	Service experience design	Reading assignment 1 due (by 1:30pm): “Welcome to the experience economy” Pine & Gilmore (1998)
W	2/15	Be our guest <i>Group work: Group contract</i>	

M	2/20	Ch 3. Problem solving for guest service	Reading assignment 2 due (by 1:30pm): "Be our guest (Disney)"
W	2/22	Ch 10. Research and tools	Quiz 2 (Due 2/26)
M	2/27	Service quality I	Reading assignment 3 due (by 1:30pm): "SERVQUAL"
W	3/1	Service quality II	Reading assignment 4 due (by 1:30pm): "Total Quality Management"
M	3/6	Service development Service innovation <i>Group work: Service audit questionnaire</i>	Audit questionnaire tips
W	3/8	Service innovation	Reading assignment 5 due (by 1:30pm): "Service design" Quiz 3 (Due 3/12)
M	3/13	<i>Midterm exam review</i>	Midterm exam study guide on Canvas
W	3/15	<b>Midterm exam</b>	
M	3/20	Technology in Services	
W	3/22	Quality & Process improvement Customer loyalty	Reading assignment 6 due (by 1:30pm): "Customer loyalty"
M/W	3/27-3/29	<b><i>Spring Break: No class</i></b>	
M	4/3	Service facility and location	Atmospherics
W	4/5	Managing service operations <i>Group work for group project</i>	Quiz 4 (Due 4/9) Managing waiting
M	4/10	Ch 12. Developing a staff	
W	4/12	Ch 13. Marketing and establishing an image for service	Brand image
M	4/17	Guest service of food and beverages	Quiz 5 (Due 4/19)
W	4/19	Guest service of lodging <i>Group work for group project</i>	Reading assignment 7 due (by 1:30pm): "Hotel service"
M	4/24	Guest service of travel and tourism	OTA
W	4/26	Guest service of Events & Casino	Quiz 6 (Due 4/30)
M	5/1	Final exam review <i>Group work for group project</i>	Final exam study guide on Canvas
W	5/3	<b>Presentation: Groups 1, 2</b>	Presentation evaluation form on Canvas
M	5/8	<b>Presentation: Groups 3, 4</b>	
W	5/10	<b>Presentation: Groups 5, 6</b>	

M	5/15	<i>Group work for group project: Written report</i>	Service Innovation project written reports due (by 11:59pm) Service Innovation project peer evaluation due (by 11:59pm)
		<b>Final Exam</b>	