# San José State University

# Department of Hospitality, Tourism, & Event Management

# HSPM 177 Hospitality Service Management

**Section 1, Fall 2018**

## Contact Information

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| Instructor: | Dr. Jooyeon Ha |
| Office Location: | MH 510A |
| Telephone: | 408-924-2100 |
| Email: | jooyeon.ha@sjsu.edu |
| Office Hours: | M/W 1:30pm-2:20pm, T 1pm – 2:30pm |
| Class Days/Time: | M/W 12pm – 1:15pm |
| Classroom: | BBC 225 |
| Prerequisites: | 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

Disney Institute. (2001). Be Our Guest. Perfecting the art of customer service. New York, NY: Disney Edition.

**Recommended Readings**

1. Bagdan, P. J. (2013). Guest Service in the Hospitality Industry. New Jersey: John Wiley & Sons.

e-text is available: <http://www.wiley.com/>

2. Ford, R.C., Sturman, M.C., Heaton, C.P. (2012). Managing quality service in hospitality. Clifton Park: Delmar Cengage Learning.

3. 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**

Laurie Borchard, 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: laurie.borchard@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*](http://www.sjsu.edu/senate/docs/S16-9.pdf) *at http://www.sjsu.edu/senate/docs/S16-9.pdf.*

***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 & Innovation***

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

* Service audit & plan for service innovation
* Service innovation: Presentation at the HTEM showcase in November
* Written report

**Grading Information**

|  |  |  |
| --- | --- | --- |
| Assignments. | Points. | CLOs. |
| 1. Participation | Up to 30 pts (3 pts each) | All CLOs |
| 1. Quizzes | Up to 50 pts (10 pts each) | All CLOs |
| 1. Midterm exam | 50 pts | All CLOs |
| 1. Final exam | 50 pts | All CLOs |
| 1. Reading Assignments | 60 pts (10 pts each) | All CLOs |
| 1. Group project: Service audit & Innovation | 170 | CLOs 2, 4, 5, 6 |
| Total | ~ 410 |  |

## Determination of Grades

|  |  |  |
| --- | --- | --- |
| 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.
* **No chatting!!** If you want to talk with your classmate for any urgent matters, please go outside of the class room. Do not disturb class.
* 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 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 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.

**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.

**Do not ask any extra work opportunities to boost your GPA at the end of the semester.** Everyone has equal opportunities.

**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

**Fall 2018 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*** |
| W | 8/22 | Introduction and Course Overview |  |
| M | 8/27 | Ch 1. Basics of Guest Service |  |
| W | 8/29 | Ch 2. Defining guest service |  |
| M | 9/3 | No class: Labor Day |  |
| W | 9/5 | Nature of service | Quiz 1 Due by 9/9 |
| M | 9/10 | Service experience design | Reading assignment 1 due (by noon): “Welcome to the experience economy” Pine & Gilmore (1998) |
| W | 9/12 | Be our guest  *Group work: Group contract & project plan* | Reading assignment 2 due (by noon): “Be our guest (Disney)” |
| M | 9/17 | Ch 10. Research and tools  *Group work: Audit questionnaire development* |  |
| W | 9/19 | Service quality I | SERVQUAL  Quiz 2 Due 9/23 |
| M | 9/24 | Service quality II  *Group work* |  |
| W | 9/26 | Ch 3. Problem solving for guest service |  |
| M | 10/1 | Service development  Service innovation  *Group work* | Reading assignment 3 due (by noon): “Service design” |
| W | 10/3 | Technology in Services | Quiz 3 Due 10/7 |
| M | 10/8 | Midterm exam review  Service audit & innovation plan tips |  |
| W | 10/10 | **Midterm exam**  *Group work* | Midterm exam study guide on Canvas |
| M | 10/15 | Quality & Process improvement  *Group work* | Reading assignment 4 due (by noon): “Total Quality Management” |
| W | 10/17 | *Service audit & innovation plan Presentation I* | Feedback |
| M | 10/22 | *Service audit & innovation plan Presentation II* | Feedback |
| W | 10/24 | *Service audit & innovation plan Presentation III* | Feedback |
| M | 10/29 | Customer loyalty  *Group work: Prepare Service innovation showcase* | Reading assignment 5 due (by noon): “Customer loyalty” |
| W | 10/31 | Service facility and location  *Group work: Prepare Service innovation showcase* | Quiz 4 Due 11/4 |
| M | 11/5 | Managing service operations  *Group work: Prepare Service innovation showcase* |  |
| W | 11/7 | Ch 12. Developing a staff  *Group work: Prepare Service innovation showcase* | Check each group’s progress |
| M | 11/12 | No class: Veteran’s Day |  |
| W | 11/14 | Ch 13. Marketing and establishing an image for service  *Group work: Prepare Service innovation showcase* | Quiz 5 Due 11/18 |
| M | 11/19 | Guest service of travel and tourism  *Group work: Prepare Service innovation showcase* | Reading assignment 6 due (by noon): “Hotel service” |
| W | 11/21 | No class: Thanksgiving |  |
| M | 11/26 | *Service innovation presentation I* | Feedback |
| W | 11/28 | *Service innovation presentation II* | Feedback |
| Th | 11/29 | HTEM showcase: Service innovation | All students must attend HTEM showcase to present service innovation |
| M | 12/3 | Guest service of Food |  |
| W | 12/5 | Guest service of Beverage | Quiz 6 Due 12/9 |
| M | 12/10 | Final exam review | Exam study guide available on Canvas  Project written reports and Peer evaluation Due (by 11:59pm) |
|  | 12/12-12/16 | **Final Exam** | Final exam is available from 8am on December 12 (Wednesday) to 11:59pm on December 16 (Sunday). |