# San José State University Department of Hospitality, Tourism, & Event Management HSPM 065 Professional Seminar in Hospitality Management

**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 1:30pm – 2:30pm |
| Class Days/Time: | T 3pm – 3:50pm |
| Classroom: | BBC 004 |
| Prerequisites: | Hospitality, Tourism, & Event Management Majors and Minors only |

## 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:

## This course is designed specifically for students who have declared a major in the Hospitality, Tourism and Event Management degree. The topics selected will facilitate the student's entry into the academic program and the profession of hospitality management.

### Course Learning Outcomes (CLO)

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

CLO#1: describe the requirements and expectations of the hospitality, tourism and event management degree.

CLO#2: demonstrate competence in using technology to facilitate learning experience.

CLO#3: demonstrate competence using learning resources on the SJSU campus: including use of the Library, the Academic Success Center, the Learning Assistance Resource Center, the Writing Center, and the Peer Mentor Center.

CLO#4: collect information about current trends, and career development opportunities in the hospitality industry.

CLO#5: formulate strategies for preparing for career development.

CLO#6: describe the importance of customer service.

**Recommended Readings**

1. Coplin, B. (2012). 10 Things employers want you to learn in college, revised edition Berkeley, CA: Ten Speed Press. (ISBN: 978-1-60774-145-9)

2. Feaver, P., Wasiolek, S. and Crossman, A. (2012). Getting the BEST out of college, Revised and updated edition. Berkeley, CA: Ten Speed Press. (ISBN: 978-1-60774-144-2)

**SJSU Career Center**

<http://www.sjsu.edu/careercenter/>

**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

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 practica. Other course structures will have equivalent workload expectations as described in the syllabus. *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*](http://www.sjsu.edu/senate/docs/S16-9.pdf)*.*

**Participation**

Participation in this course is expected. Evaluation of participation will be based on participation in class discussions and exercises.

**Volunteer service**

Students are required to volunteer for at least 10 hours for a local non-profit organization related to hospitality, for example, the Second Harvest Food Bank, or events. A reflection paper of 500 words is due by December 4, 2018.

* **Include any evidence**(e.g., emails, shift sheet, a signature from the organization, pictures, etc) to the reflection paper.
* Write the **Reflection paper (500 words):**When, where, what event, organization, what you did, what you learned from the volunteer work.

I encourage you to meet community organizations with available service opportunities at the Annual Community Connections event on Tuesday, September 11 from 10am - 2pm.

**Assignments**

Assignments are scheduled or will be announced in class.

* **Self-introduction**: Introduce yourself and write what you see yourself in five years on Canvas. Read other students’ postings and reply to at least one peer’s posting.
* **Video reflection paper**: Students will watch three commencement address videos uploaded on the course Canvas and write the reflection paper on the three things learned from the videos.
* **Research three companies and cite references**: **Research three companies**that you are interested in and**write the paper explaining why you would like to work for those companies.** I encourage you to use the library resources and databases to search information about the companies. You have to cite **at least three references with the correct APA format.**
* **Library Quiz:** Visit the library and take the quiz.
* **Develop Resume & Cover letter**
* **MS Excel & Word exercises**

If needed, other assignments will be announced in class.

## Grading information

|  |  |
| --- | --- |
| Assignments. | Points. |
| 1. Participation | ~20 points |
| 1. Volunteer service | 20 points |
| 1. Self-introduction | 10 points |
| 1. Video reflection paper | 20 points |
| 1. Research three companies and cite the references | 30 points |
| 1. Library quiz | 10 points |
| 1. Develop Resume & Cover letter | 100 points |
| 1. MS Excel exercise | 20 points |
| 1. MS Word exercise | 20 points |
| 1. Other assignments | ~10 points |
| Total | ~ 260 points |

**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. 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.

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.

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 email to the instructor, please type the course number in the SUBJECT field. The instructor will not read any unidentifiable e-mail.

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/”

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# Fall 2018 Tentative Couse 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 & Deadlines** |
| --- | --- | --- |
| 8/21 | * Course Introduction | Assignment: Self-introduction on Canvas (Due 8/27) |
| 8/28 | * Meet with HSPM faculty * Student club: Meet HFTP officers & members * Getting the Best out of College | Assignment: Video reflection paper (Due 9/3) |
| 9/4 | HSPM Curriculum and Requirements  Guest speaker: Churchill club | Bring your laptop |
| 9/11 | Introduction to the MLK Library resources  Guest speaker: Laurie Borchard | Bring your laptop  Assignment: Research three companies that you would like to work for and cite resources. (Due 9/17) |
| 9/18 | Visit library: No class meeting   * Visit the library and take the library quiz. | Assignment: Library quiz (Due 9/18)  Submit the quiz by 5pm to get participation credit.  If you submit after 5pm, you cannot get participation credit. |
| 9/25 | Career development:  Resume & Cover letter | Pre-workshop assignments:  1. Read interviewing guide and accomplishment statements section of the resume/cover letter guide  2. Tell me about yourself |
| 10/2 | How to develop your career?  Guest speaker: Mark Isham | Bring your laptop  Assignment: Develop your personal profile for career planning (Resume & Cover letter) (Due 10/8) |
| 10/9 | Guest speaker |  |
| 10/16 | Learning tool: MS Excel 1 | Bring your laptop  Assignment: Excel Assignment (Due 10/22) |
| 10/23 | Learning tool: MS Word | Bring your laptop  Assignment: Word Assignment (Due 10/29) |
| 10/30 | Business Etiquette: Guest speaker |  |
| 11/6 | Guest speaker |  |
| 11/13 | Hospitality Industry 1 |  |
| 11/20 | Thanksgiving week ☺ | Assignment: Discussion assignment (Due 11/26 ) |
| 11/27 | Hospitality Industry 2 | Bring your laptop |
| 12/4 | Wrap up:   * Academic integrity * Emotional intelligent test | Assignment: Volunteer service reflection paper (Due 12/4) |