

San José State University
Department of Hospitality Management
HSPM 101 Multicultural & International Issues in Hospitality Management
Section 1, 3 units

Spring 2017

Contact Information

Instructor:	Kathleen Haven
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Email:	kathleen.haven@sjsu.edu
Office Hours:	M 1:30pm - 2:15pm W 1:30pm-4:00pm F 12:30pm-2pm
Class Days/Time:	MW 12pm – 1:15pm
Classroom:	BBC 130
Prerequisites:	Upper division status

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

Multicultural/international issues in the hospitality industry; historical, socioeconomic, cultural and linguistic variables presented in relationship to these issues. Prerequisite: Upper division status.

Course Learning Outcomes (CLO)

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

- CLO 1: understand the meaning of hospitality in different cultures;
- CLO 2: demonstrate the cultural elements of different countries
- CLO 3: describe the demographic trends and how the workplace is changing;
- CLO 4: identify multicultural issues in hospitality management;
- CLO 5: describe the issues and challenges of overseas assignments;
- CLO 6: demonstrate skills in planning and conducting an international hospitality management workshop.

Required Texts/Readings

Clarke, A. & Chen, W. (2007). *International Hospitality Management, Concepts and Cases*. New York, NY: Taylor & Francis. ISBN: 9780750666756

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. 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>.*

Verifiable excuses

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

1. Evidence from a physician or hospital verifying an illness or medical condition;
2. An obituary from the local newspaper along with supporting evidence showing a family relationship with the student;
3. 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;
4. Closing of the university due to any incident.

Excuses other than the above are generally not verifiable, and the instructor will make no attempt to verify any other excuse. If you have an emergency or a verifiable excuse to be absent, please be ready to provide documentation if asked to do so. The instructor reserves the right to make any exceptions to the above verifiable excuses on a case by case basis.

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.**

Individual paper: International Grocery Shopping Experience [1000 words]

The objective of this assignment is to experience foods in different cultures. You are requested to visit at least three grocery stores and/or supermarkets of different cultures and compare them to the American supermarkets, i.e., Safeway, Albertson's, Whole Foods, etc. Please try a variety of stores or supermarkets, e.g., European, Middle Eastern, Indian, Asian (Chinese, Vietnamese, Korean, Japanese), etc. Discuss your experience from a cultural perspective. Things to watch and compare: the customers—who are they? What do they buy? How do they buy? What products and produces do these stores carry, for example, meats (chicken, pork, beef, lamb, etc.), seafood, vegetables, fruits, spices, etc.? How do they prepare them? How was your experience? What did you learn?

- o Due date: October 17
- o Submit the paper through Canvas.

Group Project: International Hospitality Management Workshop

You will work as a group to research culture and hospitality business of a selected country and deliver 1-hour workshop & food tasting. An **in-depth project guideline** is available on Canvas.

Professional "quality" for each of the assignments is the standard. A deduction in grading will occur for sloppiness, grammatical, spelling, or typographical errors, or lack of proper APA format.

Grading Information

Assignments.	Points.	CLOs.
A. Participation	Up to 30 pts (3 pts each)	All CLOs
B. Quizzes	Up to 50 pts (10 pts each)	All CLOs
C. Midterm Exam	50 pts	All CLOs

D.	Final Exam	50 pts	All CLOs
E.	Individual paper	30 pts	CLO 2
F.	Group project	105 pts	All CLOs
Total		~ 315	

Determination of Grades

Note that “All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades.” See [University Policy F13-1](http://www.sjsu.edu/senate/docs/F13-1) at <http://www.sjsu.edu/senate/docs/F13-1.pdf> for more details.

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 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 101 Multicultural & International Issues in Hospitality Management Fall 2016 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.

Week	<i>Topics & Readings</i>	<i>Assignments, Readings & Deadlines</i>
1/26	Classes Begin	
1	Introduction and Course Overview Introduction to international hospitality management	Syllabus/project guidelines available on Canvas Make project groups Pick the group number Assign countries for the group project
	Ch 2. Cultures and the challenges of international hospitality management - <i>Cultures</i>	
2	Ch 2. Cultures and the challenges of international hospitality management cont. - <i>Workplace culture</i>	
	Ch 3. The international hospitality industry	
3	Ch 4. Exploring the international	

	environment	
	Ch 4. Exploring the international environment cont. - SWOT & PESTEL analysis	
4	Ch 5. International marketing	<i>Workshop plan due (by 1:30pm)</i>
	Ch 5. International marketing cont.	
5	Ch 6. International hospitality market entry	
	Ch 6. International hospitality market entry cont. - International franchise hotels/restaurants	
6	<i>Midterm exam review session</i>	
	Midterm Exam	
7	Ch 7. Strategic planning and international hospitality enterprises	
	Ch 7. Strategic planning and international hospitality enterprises cont.	<i>Grocery shopping experience paper due (by 1:30pm)</i>
8	Ch 8. International human resources management - Expatriate	
	Global population Managing diversity	
9	Ch 9. Entrepreneurship and SMEs in the global market	
	Global business ethics	
10	Ch 10. Managing social responsibility in international hospitality	
	Women as leaders in global business - The issue of sexual harassment	
11	Ch 11. The analysis of international hospitality management	
12	<i>Workshop Day 1 (Group 1)</i>	Presentation evaluation form
	<i>Workshop Day 2 (Group 2)</i>	

13	<i>Workshop Day 3 (Group 3)</i>	
	<i>Workshop Day 4 (Group 4)</i>	
14	<i>Workshop Day 5 (Group 5)</i>	
	<i>Workshop Day 6 (Group 6)</i>	
15	<i>Workshop Day 7 (Group 7)</i>	<i>Group project written report due Peer evaluation due (by 1:30pm)</i>

Final Exam Tuesday, May 23 9:45-12:00