

**San José State University**  
**Department of Hospitality Management**  
**HSPM 102 Hotel and Lodging Operations, Section 2**

**Fall 2013**

<b>Instructor:</b>	Alice Southwell
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<b>Office Hours:</b>	By Appointment
<b>Class Days/Time:</b>	TTH 12 noon – 1:15pm
<b>Classroom:</b>	Spartan Complex #209
<b>Prerequisites:</b>	HSPM 001 and HSPM 65

**Learning Management Tool and MYSJSU:**

Copies of the course materials such as the syllabus, major assignment hand-out, etc. may be found on Canvas Login URL: <http://sjsu.instructure.com>. Log in using your My SJSU username and password.

**Course Description**

Principles of organization, management and decision models applied to the functions and challenges of hotel operations. Involves techniques of problem solving, planning, organizing, staffing, directing, revenue and cost controls in Hotel Departments, i.e. Front Office Operations, Food and Beverage, Housekeeping, Security, Engineering, Sales & Marketing, Accounting, and Human Resources.

**Course Goals and Student Learning Objectives**

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

1. Comprehend the structure of the hotel industry.

2. Identify the major challenges to the hospitality industry and provide analysis to these challenges and what is needed for change.
3. Describe the managerial functions of hotel managers and explain the functions of each department in a hotel.
4. Understand the importance of building relationships thru guest service, employee relations, vendors and clients. Describe typical delivery system structures.
5. Describe social and economic trends of the hotel industry and define the basic role of business in the field of hospitality.
6. To improve communication skills including oral discussion and presentation, listening and writing capabilities.

## Required Texts/Readings

### Textbook

**Hotel Management and Operations**, Michael O'Fallon and Denny Rutherford (5<sup>th</sup> edition) John Wiley and Sons, Inc. ISBN978-2-0-470-17714-3

## Class Notes

- The course will primarily focus on hotel operations through readings, case studies, guest speakers, class activities and/or assignments. Writing and speaking skills will be evaluated on the basis of insight, synergy, and completeness.
- Most of the class sessions will be discussion-based with ample opportunity for students to provide their input to those discussions. Students are expected to stay abreast of current topics and events related to strategic management as found in academic and trade journals, newspapers, and magazines.
- Students must create an account at [www.hotelbusiness.com](http://www.hotelbusiness.com) to receive industry news.
- This course is designed to provide both classroom instruction and professional activities. We will meet one class per week for lecture and class discussion. The other day per week will provide an opportunity for you to complete group assignments and group activities.
- **Classroom protocol:** Students will be expected to conduct themselves professionally in the classroom. Students are expected to be prepared for class by having read the assigned materials and to participate in all discussions regarding the topic. It is expected that you will arrive on time for all class meetings and labs, come prepared with work done in advance when needed, take notes throughout lectures, put away and turn cell phones silent, and use laptops for course work only. If you need to leave early from class or lab, let Alice Southwell know in advance.
- You are responsible for regularly checking with the messaging system through Canvas.
- Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of forty-five hours over the length of the course. This would include preparing for class, participating in course activities, and completing assignments/projects/labs. Generally this will amount to 3 hours a week outside of class.

## Assignments and Grading Policy

- |                                       |          |
|---------------------------------------|----------|
| 1. Class discussion and participation | 50 pts.  |
| 2. Group Papers (3 each 20 points)    | 60 pts.  |
| 3. Group Presentations (1)            | 20 pts.  |
| 4. Tests (4)                          | 200 pts. |
| 5. F&B Group Project                  | 50 pts.  |

**Assignments** must be typed and well written including Name, date due and class course printed in top left corner. In fairness to students who submit work on time, late assignments will not be accepted. **There will be no make-up exams, or assignments without prior Instructor approval.**

### Scoring Rubric – Written Assignments 20 Total Points

#### Content (12 points possible):

12 points – All required criteria for the assignment are present.

10 points – The paper includes all aspects of the assignment; however, they are not dealt with as much detail as in the above category, or one aspect may not be dealt with in sufficient detail. The assignment may not make a compelling case, or may have minor problems in its format.

8 points – An aspect of the assignment is dealt with only minimally, or multiple aspects may lack detail.

1-6 points – An aspect of the assignment is neglected, or multiple assignment components are dealt with poorly. The paper does not make an effective case.

#### **Writing (8 points possible):**

8 points – The paper is well written. Its form is correct; there are no mechanical errors, no problems with grammatical usage, sentence structure, or word choice.

6 points – The assignment is generally well written. Mechanical errors are minor and/or few in numbers. Problems with grammatical usage, sentence structure, and word choice are minimal.

4 points – The assignment is coherent, but has numerous and/or major errors in form, mechanics, grammatical usage, and word choice.

0-2 points – The assignment may contain gross errors in form, mechanics, grammatical usage, or word choice. The organization may be poor as to make it incoherent.

A plus = 96.5–100%	A = 92.5–96.4%	A minus = 89.5–92.4%
B plus = 86.5–89.4%	B = 82.5–86.4%	B minus = 79.5–82.4%
C plus = 76.5–79.4%	C = 72.5–76.4%	C minus = 69.5–72.4%
D plus = 66.5–69.4%	D = 62.5–66.4%	D minus = 59.5–62.4%
	F = Less than 59.5%	

## **University Policies**

### **Academic integrity**

Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The [University's Academic Integrity policy](http://www.sjsu.edu/senate/S07-2.htm), located at <http://www.sjsu.edu/senate/S07-2.htm>, requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The [Student Conduct and Ethical Development website](http://www.sjsu.edu/studentconduct/) is available at <http://www.sjsu.edu/studentconduct/>.

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include your assignment or any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Integrity Policy S07-2 requires approval of instructors.

### **Campus Policy in Compliance with the American Disabilities Act**

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. [Presidential Directive 97-03](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) at [http://www.sjsu.edu/president/docs/directives/PD\\_1997-03.pdf](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) requires that students with disabilities requesting accommodations must register with the [Disability Resource Center](http://www.drc.sjsu.edu/) (DRC) at <http://www.drc.sjsu.edu/> to establish a record of their disability.

### **Dropping and Adding**

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester's [Catalog Policies](http://info.sjsu.edu/static/catalog/policies.html) section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the [current academic calendar](http://www.sjsu.edu/provost/Academic_Calendars/) web page at [http://www.sjsu.edu/provost/Academic\\_Calendars/](http://www.sjsu.edu/provost/Academic_Calendars/). The [Late Drop Policy](http://www.sjsu.edu/aars/policies/latedrops/policy/) is available at <http://www.sjsu.edu/aars/policies/latedrops/policy/>. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the [Advising Hub](http://www.sjsu.edu/advising/) at <http://www.sjsu.edu/advising/>.

### **Student Technology Resources**

Computer labs for student use are available in the [Academic Success Center](http://www.at.sjsu.edu/asc/) at <http://www.at.sjsu.edu/asc/> located on the 1st floor of Clark Hall and in the Associated Students Lab on the 2nd floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the Martin Luther King Library.

A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

## **SJSU Peer Connections**

The Learning Assistance Resource Center (LARC) and the Peer Mentor Program have merged to become Peer Connections. Peer Connections is the new campus-wide resource for mentoring and tutoring. Our staff is here to inspire students to develop their potential as independent learners while they learn to successfully navigate through their university experience. Students are encouraged to take advantage of our services which include course-content based tutoring, enhanced study and time management skills, more effective critical thinking strategies, decision making and problem-solving abilities, and campus resource referrals.

In addition to offering small group, individual, and drop-in tutoring for a number of undergraduate courses, consultation with mentors is available on a drop-in or by appointment basis. Workshops are offered on a wide variety of topics including preparing for the Writing Skills Test (WST), improving your learning and memory, alleviating procrastination, surviving your first semester at SJSU, and other related topics. A computer lab and study space are also available for student use in Room 600 of Student Services Center (SSC).

Peer Connections is located in three locations: SSC, Room 600 (10th Street Garage on the corner of 10<sup>th</sup> and San Fernando Street), at the 1st floor entrance of Clark Hall, and in the Living Learning Center (LLC) in Campus Village Housing Building B. Visit [Peer Connections website](http://peerconnections.sjsu.edu) at <http://peerconnections.sjsu.edu> for more information.

## **SJSU Writing Center**

The SJSU Writing Center is located in Suite 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The [Writing Center staff](#) can be found at <http://www.sjsu.edu/writingcenter/about/staff/>.

**HSPM 102 Hotel and Lodging Operations  
Fall 2013 - Course Schedule**

<b>Week</b>	<b>Date</b>	<b>Topics, Readings, Assignments, Deadlines</b>
1	8/22	Introduction and Course Review Ch. 1 - Overview
2	8/29	Ch. 2 – Organization
3	9/5	Ch. 3 – General Managers
4	9/12	Guest Speaker
5	9/19	<b>Group Activity #1 Paper Due on-line Scheduled Group Presentations in class.</b>
6	9/26	<b>Tuesday 9/24: Test #1 (Ch.1-3) online</b> Ch. 4 – Operations: Rooms
7	10/3	Ch. 5 – Operations: Housekeeping, Engineering and Security
8	10/10	Guest Speaker
9	10/17	<b>Group Activity #2 Paper Due on-line Scheduled Group Presentations in class.</b>
10	10/24	<b>Tuesday 10/22: Test #2 (Ch. 4 – 5) on-line</b> Ch. 6 – Food and Beverage Division
11	10/31	Ch. 7 – Marketing and Associated Activities
12	11/7	<b>F&amp;B group paper due on-line</b> Guest Speaker
13	11/14	<b>Group Activity # 3 Paper Due on-line Scheduled Group Presentations in class.</b>
14	11/21	<b>Tuesday 11/19: Test #3 (Ch. 6 - 7) on-line</b> Ch. 8 – Financial Control and Information Management
15	12/3 Tues	Ch. 9 – Human Resources Policy Management
16	12/5 Thur	Guest Speaker

<b>Week</b>	<b>Date</b>	<b>Topics, Readings, Assignments, Deadlines</b>
Final Exam	12/13	9:45 – 12noon in class