

San José State University
Hospitality Management
HSPM 141, Resort and Club Management, Section 1, Spring 2014

Instructor:	Alice Southwell
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Email:	alice.southwell@sjsu.edu
Office Hours:	By Appointment
Class Days/Time:	TTH 10:30 am – 11:45 am
Classroom:	BBC # 320
Prerequisites:	NA

Learning Management Tool and MySJSU:

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

Course Description:

Students will explore lodging, food & beverage, and guest activities unique to Resort, Cruise, Casino and Club operations. Other elements include resort amenities, retail opportunities, and an emphasis on sustainability issues.

Student Learning Objectives:

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

1. Comprehend the challenges and differences of managing a resort versus a “regular” hotel.
2. Understand the development issues with the impact on operations, i.e. the relationship between the natural resource base, and the recreational facilities that are developed from that base.
3. Understand the importance of guest profiles, and management issues unique to resorts.
4. Identify the unique guest amenities and recreational activities for each type of resort and club.
5. Understand the planning and development issues for various resort types.
6. Identify current trends in the resort and club industry.

Required Readings:

Resorts Management and Operation by Robert Christie Mill (3rd edition) Wiley

Class Notes:

- The course will primarily focus on Resort and Club 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 resort and club management as found in academic and trade journals, newspapers, and magazines.
- Students must create an account at www.hotelbusiness.com to receive industry news.
- This course is designed to provide both classroom instruction and Case study analysis.
- **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, let your instructor 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.

Additional Notes on the Written Course Assignments

- A. Written assignments have students name on first page – clear & legible.
- B. Keep a copy for your records all assignments submitted for grading or review.
- C. Points will be deducted from all assignments for poor spelling, grammar, sentence structure, neatness, and lack of substantive content.
- D. Great learning experiences come from insightful reflection with text exercises and active and engaged dialog with peers. Class requires students to think

critically and demonstrate professional decorum while examining operational issues.

- E. No assignments accepted via e-mail. Canvas required method of delivery.
- F. In fairness to students who submit work on time, late assignments will not be accepted without prior instructor approval.

Summary of Evaluation Criteria - Course Grade Requirements

Assignments	Points / Percentage	SLO
Case Studies/Homework (3)	60	1, 3 & 5
Group Paper/Presentation	40	1-6
Midterm and Final	60	1-5
<i>Participation in class discussions</i>	40	
Total	200	

On-Line Assignments

INSTRUCTIONS: Instructor will assign Homework and case studies on-line. Each student will be evaluated on their ability to lend substantive comments and ideas to the solutions required based on the following rubric for written assignments.

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 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 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/academic_programs/calendars/academic_calendar/) web page located at http://www.sjsu.edu/academic_programs/calendars/academic_calendar/. 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 on latest changes 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 located on the 1st floor of Clark Hall and 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.

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 10th 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](http://www.sjsu.edu/writingcenter/about/staff/) can be found at <http://www.sjsu.edu/writingcenter/about/staff/>.

HSPM 141, Resort and Club Management, Section 1, Spring 2014 Timetable

Week:	Chapter:	HW and On-line Class Activities:
1 – January 23 rd	Syllabus review and Ch. 1 Introduction	Read Ch. 1 and Ch. 2
2 – January 28 th	Ch. 2 – Mountain Based Resorts: Impact of development	Read Ch. 3
3 – February 4 th	Ch. 3 – Mountain Based Resorts: Managing the operation	Read Ch. 4 & 5 2/4 Case Study on Canvas
4 – February 11 th	Ch. 4 & 5 Beach Resorts and Marinas	
5 – February 18 th	Group Project and Field Research	
6 – February 25 th	Ch. 6 - Golf/Tennis Based Resorts: Impact of development	
7 – March 4 th	Ch. 7 – Golf Based Resorts: Managing the operation	
8 – March 11 th	Mid Term Tuesday 3/11	
9 – March 18 th	Ch. 8 – Resort Operations and Recreational Amenities	3/18 Case Study on Canvas Read Ch. 8 and 9

10 – March 25 th	Spring Break	
11- April 1 st	Ch. 9 – Timeshare Resort Operations	Read Ch. 10 and 11
12 – April 8 th	Ch. 10 & 11 – Guest Activities and Retail	Read Ch. 12
13 – April 15 th	Ch. 12 – Spas, Pools and Waterparks	Read Ch. 13
14 – April 22 nd	Ch. 13 – Specialty Resorts	Read Ch. 14 4/22 Case Study on Canvas
15 – April 29 th	Ch. 14 – Cruise Ships	Read Ch. 15
16 – May 6 th	Ch. 15 – Casinos	
17 – May 13 th	Group Presentations	
Friday, May 16th	Final 9:45am to 12 noon	

Note: Class activities, topics and assignments due dates - subject to change based on professor assessment of class pedagogical and learning needs.