# San José State University Department of Hospitality Management HSPM 065 – Professional Seminar in Hospitality Management (43064)

# Spring 2017

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| Instructor: | Dr. Tsu-Hong Yen |
| Office Location: | MH 408 |
| Telephone: | (408) 924-3292 |
| Email: | Tsu-hong.yen@sjsu.edu |
| Office Hours: | Monday, 10 am to 2 pm.  Tuesday, 10 am to 2 pm. |
| Class Days/Time: | Wednesday, 3:00 pm to 3:50 pm |
| Classroom: | MH 324 |
| Prerequisites: | Hospitality, Tourism and Event Management Majors and Minors only |

## 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.

## Student Learning Outcomes:

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.

## Required Reading and Resources:

Disney Institute & Kinni, T. (2011). Be Our Guest, Perfecting the Art of Customer Service. Revised and Updated Edition. New York, NY: Disney Edition. (ISBN: 978-1423145844) (Disney)

**Recommended Readings**

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) (10 Things)

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) (BEST)

**SJSU Career Center**

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

## 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.

## Classroom Protocol:

Policies outlined in the University Catalog and student handbook shall be enforced as defined. Further, instructor policies identified in this syllabus shall be the governing structure for this course and shall be enforced as defined. Plagiarism and cheating on examinations will be penalized to the fullest extent of University regulations. Students are encouraged to take the plagiarism tutorial offered by the King Library, <http://tutorials.sjlibrary.org/plagiarism/index.htm>.

## Classroom Philosophy:

## The instructor expects students to make a sincere effort to attend class and arrive to class on time. If you arrive late, please enter the classroom quietly. It is difficult to educate fellow classmates with constant interruptions at the door. Late arrival and early departure in class are marks of disrespect, unprofessional, and interrupt class.

## Dropping and Adding:

Students are responsible for understanding the policies and procedures regarding add/drops, academic renewal, etc. Information on [add/drops](http://info.sjsu.edu/web-dbgen/narr/soc-fall/rec-298.html) are available at http://info.sjsu.edu/web-dbgen/narr/soc-fall/rec-298.html. Information about [late drop](http://www.sjsu.edu/sac/advising/latedrops/policy/) is available at http://www.sjsu.edu/sac/advising/latedrops/policy/**.** Students should be aware of the current deadlines and penalties for adding and dropping classes.

## Assignments and Grading Policy:

Participation, 20%

Participation in this course is expected. Evaluation of participation will be based on participation in class discussions and exercises, completion of reading assignments, review questions, quizzes and discussion questions.

Personal Profile/Resume, 20%

Students are required to develop a personal profile for career planning.

Volunteer service, 20%

Students are required to volunteer for at least 10 hours for a local non-profit organization related to hospitality or events. A reflection paper of 500 words is due by the end of semester.

Assignments, 40%

## Course Grading

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| A+ = 100-97% | A = 96-93% | A minus = 92-90% |
| B+ = 89-87% | B = 86-83% | B minus = 82-80% |
| C+ = 79-77% | C = 76-73% | C minus = 72-70% |
| D+ = 69-67% | D = 66-63% | D minus = 62-60% |
| F = 59-0% Unsatisfactory | |  |

## University Policies (Required)

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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**Course Schedule**

The instructor reserves the right to revise this tentative schedule 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.

Table 1 Course Schedule

| Week | Date | Topics, Readings, Assignments, Deadlines |
| --- | --- | --- |
| 1 | February 1. | Course Introduction  Why College?  Canvas, HSPM Student advising  BEST: Chapters 1, 2, 11 |
| 2 | February 8. | Meet with HSPM faculty  HSPM Curriculum and Requirements  What do employers expect you to learn in college? |
| 3 | February 15. | Prepare your roadmap  BEST: Chapters 4, 7, 10 |
| 4 | February 22. | Learning tool, MS Word |
| 5 | March 1. | Introduction to the MLK Library, Christa Bailey  Research three companies that you would like to work for.  How to use online resources?  How to cite and reference online resources? |
| 6 | March 8. | Learning tool, MS Excel |
| 7 | March 15. | Learning tool, MS Excel 2 |
| 8 | March 22. | The spirit of service  Disney, Be Our Guest , Chapters 1 to 3  Ewell Sterner, GM, San Jose convention center, Hunger at Home |
| 9 | March 29. | Spring recess |
| 10 | April 5. | Customer service  Disney, Be Our Guest, Chapter 4 to 5 |
| 11 | April 12. | The food service industry |
| 12 | April 19. | Hotel and lodging industry |
| 13 | April 26. | The travel industry |
| 14 | May 3. | Meeting and event management industry |
| 15 | May 10. | Course wrap up |