

One can, with just a few smiles and nods or the occasionally muttered thank you, become special...a genuinely appreciated patron, a customer in good standing, a friend of the house...Anthony Bourdain, "No Reservations"

In the brazen new world, the ease of communication and the speed of travel can leave behind something called the human element....Jay McNerney, "Social Graces"

Hospitality isn't like a watch, worn only when you want to impress people.... Be courteous always, wherever you go, with whomever you happen to be. Help others to be at ease through kindness."...Norinne Dresser "Modern Manners"

Working in the hospitality industry feels like you're making the guest feel at home, even though sometimes you wish they really were...Dr. Kate-ism

San José State University
Department of Hospitality Management
Introduction to Hospitality Management
HSPM 001 (Section 2, Fall 2013)

Instructor: Dr. Kate Sullivan, Professor (Call me "Dr. Kate").

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Office Hours: T and Th 9-10 am or by appt.

Class Days/Time: T and Th 10:30-11:45 am

Classroom: SPXC 209

Course Description:

Overview of structure and business performance of the hospitality industry; food and lodging, resorts, tourism enterprises, conventions, events, attractions, and related operations. Focus on orientation to customer service, cultural/economic trends, and career opportunities.

Required Reading:

Introduction to Hospitality, 6th Edition.

John Walker, Author, 2012 ISBN -13 978-0-13-281465-2

Spartan Bookstore or Online. Older version ok if you keep up w/material.

Learning Outcomes:

SLO 1:

Students will be introduced to elements of the hospitality industry through reading, lecture, discussion, and on-site research and study. By the end of the semester, students will be able to:

1. Describe the relationship of human/social need for hospitality services. Define the goals of various hospitality elements and related products and services.

SLO 2:

Students will learn about the service relationship. By the end of the semester, students will be able to:

1. Demonstrate sensitivity to and familiarity with some of the shared and differing courtesies expressed by people of Native American, European, African, Latino, and Asian background and descent.
2. Describe the service relationship in terms of psychological needs and social-psychological experiences.

SLO 3:

Students will be introduced to basic business concepts used in the field of hospitality. By the end of the semester, students will be able to:

1. Define the basic role of business in the field of hospitality.

SLO 4:

Students will look for trends and issues in the field. By the end of the semester, students will be able to:

1. Identify major challenges to the hospitality industry.

SLO 5:

Students will become familiar with career opportunities. By the end of the semester, students will be able to:

1. Describe opportunities for entry and advancement in the hospitality field.
2. Identify key qualities, philosophies, or experiences associated with success in the field.

Course Requirements:

	<u>Points</u>	<u>SLO</u>
A. Class Participation	10	1-5
B. Online quizzes	30	1-5
C. Custom/courtesy Class paper & presentation (10 & 1	10	2
D. Field Trips	10	1-5
E. Midterm/Final examination (15 &15).	30	1-5
F. My Hospitality Portfolio	10	4
Total points		100

Explanation of the above requirements:

A. Class Participation:

Attendance is expected and roll will be taken. You must come to class prepared, speak up, and have something to say. It means reading before class and arriving at class with something to say, whether it is a question, comment or a topic. Quieter students need to speak up and more talkative students need to help the professor draw out the quiet ones. Asking questions of your peers is appropriate and encouraged. For example, "Why do you feel that way?" "That's

interesting, can you say more?" Open communication means respecting the opinions of others, especially ones you disagree with. We come from a variety of backgrounds with a variety of opinions, thus, making a rich background for discussion. You must be willing to listen. You will be assessed for this 10% through your participation in each class discussion, in class assignments, activities and interaction with fellow students and the professor.

B. ONLINE Quizzes An online quiz schedule will be emailed. There will be 11 quizzes due weekly, 15 questions, 20 minutes per quiz. Canvas will be the platform.

C. Custom/courtesy presentation/paper to the class:

This is your time to shine! You are responsible for a 3-5 minute presentation in the very beginning of class about the customs and courtesies of your cultural background, including some type of props. If your parents are of two different ethnic or racial origins, concentrate on one holiday or tradition representing one of them. What happens? Interview two of your family members and write up why they think this celebration is important to your culture. In your paper put down their observations and what you think about the event.

This assignment should include props or anything that would illustrate your cultural traditions—serving ethnic food and drink, wearing native costume, dancing, songs, playing music, bringing in friends to help you make your point, etc. If you serve food, you only need to make it a small tasting unless you can afford to feed the masses in the class! If you need power point, we can make that happen. Just let me know ahead of time.

You will be evaluated on details so start thinking! Do you understand the origins of these customs or courtesies? The audience must be able to garner a sense of your culture and how your family feels about it and contributes to it. If your family does not reflect your culture in any activities, you must present as if you are about to start a tradition yourself for your future relatives!

If you don't show up on the date of your presentation, 5 pts. will be deducted from your score. If you miss the second rescheduled date, 10 pts. will be deducted from your score. Do not go over 3-5 minutes or you will lose points!

A paper describing what you presented is due at the same time as your presentation. It should be typed in 05 point font and creatively written.

D. Field Trips:

As a member of the metropolitan city of San Jose, the class will be acclimated to the downtown area through field trips. One week prior to your field trip, you will be told to meet on a specific date at a specific location (class time will be used) and after the tour you will be able to get back to your class in time. If you need a ride, see the instructor. All tours will give you a behind-the-scenes look at the site. Several members of the hospitality industry will address our class about their philosophy of service in the hospitality business. Possible locations include: the San Jose Convention Center, the Fairmont Hotel, the Hotel DeAnza, the San Jose Hilton, the San Jose Convention and Visitors Bureau, the HP Pavilion, the SJ Marriott, and the Winchester Mystery House. You are required to attend 3 out of 4 but, hopefully, you will choose to attend all 4!

E. Midterm and Final Examinations:

A midterm examination and a final examination are given to assess your ability to absorb the information covered in the class. Examinations will include true and false, multiple choice, short definitions, matching, and mini-essays. If you would like to see a copy of other exams I have given, ask me and I will bring one to class. Don't let your reading stack up until the last week before the final. It will show. Study continuously!

F. My Hospitality Portfolio

Final total percentage range and letter grade:

Point Range	Grade
96 – 100	A+
93 – 95	A
90 – 92	A-
86 – 89	B+
83 – 85	B
80 – 82	B-
76 – 79	C+
73 – 75	C
70 – 72	C-
66 – 69	D+
63 – 65	D
60 – 62	D-
59 and below	F

Dr. Sullivan's Teaching Philosophy:

I want to help you learn and learn with you while we have fun along the way! I want to be a facilitator to you as you are introduced to the book, information, SJSU and each other! I want you to be more hospitable to yourself, those you will encounter in business or in leisure, and those whom you don't understand. In this class, I believe that sometimes you can lead the group! I expect your best. I expect you to read the books, take notes, go back over your notes after each class. Arrive early to class, pay attention, ask questions, and work with others. I expect you to turn your cell phones off before class. When someone is presenting, all screens out of sight!! Laptops down! Don't come in late or leave early unless absolutely necessary. I teach not only through lecture and discussion but with example. I use the readings and the field trips and guest speakers as additional help. I love to teach, have received some special awards for it, and want you to leave the class feeling special, ready to go and more aware of how to make this a more hospitable, courteous and kind world!

Accommodations:

Students are faced with any number of challenges, be it physical, emotional, social. I need to know if your learning will be affected differently in any way (e.g. dyslexia, learning disabilities, illness in your family, anticipated major event, etc) If you need course adaptations or accommodations because of a disability or if you need special arrangements in case the building must be evacuated, or you have emergency medical information to share with me, please make an appt. with me as soon as possible, or see me during office hours. Presidential Directive 97-03

requires that students with disabilities requesting accommodations register with DRC (Disability Resource Center- Admin Bldg.) to establish a record of their disability.

Academic Dishonesty:

Plagiarism and cheating on exams is a serious problem on many campuses. It will not be tolerated in this class! Your own commitment to learning, as evidenced by your enrollment at SJSU, and the University's Academic Integrity Policy requires you to be honest in all your academic course work. I am required to report all infractions to the Office of Student Conduct and Ethical Development. [The policy on academic integrity can be found at: http://www.sa.sjsu.edu/judicial_affairs/index.html](http://www.sa.sjsu.edu/judicial_affairs/index.html).

Here is policy 1.2.1 from the SJSU policy on dishonesty:

"the act of incorporating the ideas, words, sentences, paragraphs, or parts thereof, or the specific substance of another's work, without giving the appropriate credit, and presenting the product as one's own work..."

Changing a few words in someone else's sentence is also considered plagiarism. I will use the website (<http://www.turnitin.com>) to screen selected papers. Do not copy from someone else's paper.

If you would like to include in any paper you turn-in in this class any material you have submitted, or plan to submit, for another class, please note that SJSU's Academic Integrity policy S04-05 requires prior approval by instructors.

Late Paper policy:

If you need more time to complete a paper, you must ask for an extension **prior to the due date**. If you have a reasonable problem, you will be granted an extension. If there are extenuating circumstances, explain them to me and I will decide what to do. Late papers will not be accepted without an extension and are due at the beginning of the class period. If illness prevents you from doing an assignment or taking a test, a doctor's verification note must be provided to me. Missing an exam requires a doctor's written verification of illness.

If your paper is late past the due date, penalties will apply which get progressively worse the later the paper is. Five points per day missed will begin the day after the due date. Excuses like "my printer broke, I left it in my car" are fine but do not need to be told to the professor. Just get the paper to me by the next class or earlier to my mailbox in 49 Spartan Complex Central. Don't be late! There are no opportunities for extra credit in this class.

Schedule of Classes (subject to discretion of instructor)

	Date	Topics	Chapter(s) to read
1.	August 22	Intro and Welcome to the Hospitality Spirit!	
2.	Week of 9/27	Introducing Hospitality, Tourism and Service	1
3.	Week of 9/3	The Hotel and Lodging Business	2.
4.	Week of 9/10	Rooms Division and Lodging Operations	3.
5.	Week of 9/17	Food and Beverage Operations	4.
6.	Week of 9/24	Beverages	5.
7.	Week of 10/1	The Restaurant Business	6.
8.	Week of 10/8	Restaurant Operations Field trip	7.
9.	10/15 10/17	No class IMEX Conference Midterm	
10.	Week of 10/22	Managed Services	8.
11.	Week of 10/29	Tourism	9.
12.	Week of 11/5	Recreation, Attractions, and Private Clubs	10.
13.	Week of 11/12	Gaming Entertainment	11.
14.	Week of 11/19	Meetings, Conventions, Expositions and Events	12
15.	11/26	No Class! Happy Turkey Day!	
16.	Week of 12/3	Special Events ;Review for final	13.
	Final Exam	Wed, Dec. 11 9:45-12 noon	