

Department of Hospitality Management
HRTM 175 Entrepreneurship in Hospitality,
Spring 2014

Instructor:	Terry Thompson
Office Location:	SPX 54.
Telephone:	
Email:	terry.thompson@sjsu.edu
Office Hours:	Mon-Wed 9:30-10:15 am
Class Days/Time:	Mon-Wed 1:30-2:45 pm
Classroom:	Central Class room building 102
Prerequisites:	HRTM 012, HRTM 104, HRTM 105, HRTM 186

COURSE DESCRIPTION

This class addresses the unique entrepreneurial experience of conceiving, evaluating, creating, managing, and potentially selling a business. The goal is to provide a solid background with practical application of important concepts applicable to entrepreneurial environment. Entrepreneurial discussions regarding the key business areas of finance, accounting, marketing and management include the creative aspects of entrepreneurship.

The course relies on classroom discussion, participation, guest speakers, case analysis, the creation of a feasibility plan, and building a business plan to develop a comprehensive strategy for launching and managing a business. Students will need to draw upon their business education and experience, and apply it to the task of launching a new venture. Students are expected to interact with the business community, online activity, and advisors. Will be able to work effectively in teams, and be active participants in classroom discussions and exercises.

Course Objectives:

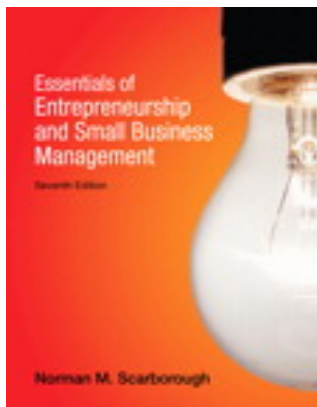
1. Describe the importance of entrepreneurial leadership and management style to the development of a business venture in the hospitality, recreation and tourism industry.

2. Articulate the key considerations involved in a decision to either buy or start a business.
3. Identify and evaluate data sources, and collect and integrate entrepreneurial data necessary to support key sections of a business plan for an innovative venture, program or service.
4. Demonstrate an integrated understanding of entrepreneurship through the actual development of a business plan for an innovative venture, program or service.
5. Gain practical experience in creating and presenting a for-profit business plan to potential investors;

These objectives require quantitative analysis, problem solving, critical thinking, and computer skills.

Required Texts/Readings

Textbook



Essentials of Entrepreneurship and Small Business Management, 7/E

Norman M. Scarborough

ISBN-10: 0132666790 • ISBN-13: 9780132666794

©2014 • Prentice Hall • Paper, 720 pp

Published 01/09/2013 •

There may also be version 6E available in the book store and that should be fine. There is a companion site here which is web based. Check it out and see if it works for you.

Link to access: <http://www.pearsonhighered.com/educator/product/Essentials-of-Entrepreneurship-and-Small-Business-Management/9780132666794.page#downlaoddiv>

You will also be using the following website for putting together your business plan. Check it out and get familiar with what it provides.

Website for downloading business plan templates.

<http://www.score.org/resources/business-plans-financial-statements-template-gallery>

More Teaching Options

Library Assistance

Christina Mune, Reference and Instruction Librarian,
Liaison for Hospitality Management,
Dr. Martin Luther King Jr. Library, San Jose State University,
Office location:#4034,
Phone: [408-808-2046](tel:408-808-2046),
E-mail: christina.mune@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>. Please read the SJSU Academic Integrity Policy S04-12 at <http://www2.sjsu.edu/senate/S04-12.pdf>.

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. This class requires a lot of exercises and homework.

Dropping and Adding

Students are responsible for understanding the policies and procedures about 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 (may change)

Assignments.	Points.	
A. Participation and discussion.	20.	
B. Quizzes.	90.	

C. Case studies and Homework	30	
D. Term project and presentation.	100	
E. Class Attendance (10 Possible)	10	
F. Class Participation	10	
Total.	260	

Road to "A"--Rules for Success:

- Rule 1: Show up to class on time. 10 minutes late counts as an absence.
- Rule 2: Be vocal and participate in class
- Rule 3: Do assigned tasks in the book.
- Rule 4: **No Eating in Class.(beverages are acceptable) I drink Red Bull**
- Rule 5: Read and review lectures, readings and homework more than once.
- Rule 6: Learn how to use course materials.

Final total percentage range and letter grade:

Percentage.	Grade.
96 to 100.	A plus.
93 to 95.	A.
90 to 92.	A minus.
86 to 89.	B plus.
83 to 85.	B.
80 to 82.	B minus.
76 to 79.	C plus.
73 to 75.	C.
70 to 72.	C minus.
66 to 69.	D plus.
63 to 65.	D.
60 to 62.	D minus.
59 and below.	F.

Explanation of Assignments

A. Participation and attendance

Participation in this course is expected. To receive maximum benefit from this course, you are expected to attend all classes, come prepared, and actively participate in the discussion. Late arrival and early departure in class are marks of disrespect, unprofessional, and interrupt class. Please be on time. Evaluation of participation will be based on participation

in class **discussions and exercises**, completion of reading assignments, review questions, discussion questions, and homework.

Students with 100% attendance will be awarded 10 additional points at the end of semester.

B. Quizzes

Quizzes will be given every other chapter. Pop quizzes may be given at any time

C. Case study.

Each team will be responsible for a case presentation.

D. Term project.

See term project handout for detail.

E. Mid-term and Final examinations

The format may be true/false, multiple choice, short answer, or problems. The instructor will not administer make-up examinations unless there is an acceptable excuse. If you know that you will not be able to take an exam during its scheduled time, please inform the instructor and make appropriate arrangement.

COURSE POLICIES.

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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 send an e-mail to terry.thompson@sjsu.edu. Due to the current computer virus threats, 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. **Also, please take me off your bulk e-mail blasts to your friends.**

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. **Web surfing during lecture will result in banishment of your phone, tablet, or pc for the rest of the semester.**

Assignments turned in after the due date without prior approval will not be acceptable. Nothing hand written will be accepted. Assignments must be typed and follow a consistent style (a word processor software program is recommended). Professional "quality" for each of the assignments is the standard. A deduction in grading will occur for sloppiness, grammatical, spelling, or typographical errors, or anything handwritten.

Make-up exam will not be given. Students with scheduling difficulties must make arrangements with the instructor prior to the exam. Late assignment and make up test will not receive full credit

Positive Suggestions:

Please make a sincere attempt to arrive on time for each class. If there is a class prior to this one that requires that you be late, please see the instructor one week in advance about this problem. It is difficult to educate fellow classmates with constant interruptions at the door. Participate in class discussions. Hand in your best work. Ask questions. Make an appointment if you are having any problems. Be proud of your accomplishments. Do the readings weekly. Take charge of your education and strengthen your knowledge. It can only pay off. My office door is always open.

University Policies

Academic integrity

Students should know that the University's [Academic Integrity Policy](http://www.sa.sjsu.edu/download/judicial_affairs/Academic_Integrity_Policy_S07-2.pdf) is available at http://www.sa.sjsu.edu/download/judicial_affairs/Academic_Integrity_Policy_S07-2.pdf. Your own commitment to learning, as evidenced by your enrollment at San Jose State University and the University's integrity policy, require 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.sa.sjsu.edu/judicial_affairs/index.html) is available at http://www.sa.sjsu.edu/judicial_affairs/index.html.

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 in your assignment any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Policy F06-1 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 DRC (Disability Resource Center) to establish a record of their disability.

HRTM 175 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.

Week.	Date.	Topics, Readings, Assignments, Deadlines.
1.		Introduction, class syllabus, general rules, etc. Read chapter 1 and be prepared to break into permanent groups at next class
2.		Chapter 1 lecture, break into permanent groups, Term paper
3.		Chapter 2 Inside the Entrepreneurs Mind
4.		Chapter 3 Building a Strategic plan, Quiz on chp. 1 and 2
5.		Chapter 4 Feasibility Studies, group work
6.		Chapter 5 Forms for business---Quiz on Chap. 3 and 4
7.		Chapter 8 Marketing Plan – Group Work
8.		Chap 9 E Commerce Quiz on Chap 5 and 8
9.		Chap. 11 Creating a Successful Financial Plan-Group Work
10.		Chapter 16 Leadership and management
11.		Quiz chap. 16 and group work in class
12..		Group work
13.		Group work
14.		Final Exam Presentations- Two Days-
15.		<u>Final Exam Presentations</u>

