

San José State University
Department of Hospitality Management
HSPM 1 – Introduction to Hospitality, Section 1, 47241

Fall 2013

Contact Information

Instructor:	Dr. Pi-Shin Wey
Office Location:	SPX 49
Telephone:	(408) 924-3292 (Leave message for Dr. Wey.)
Email:	pi-shin.vey@sjsu.edu . This is the preferred communication method. I will return your e-mail in two business days.
Office Hours:	Friday, 11 am to 1 pm, every other week.
Class Days/Time:	This is a fully online course delivered via Canvas.
Classroom:	Cyberspace

Course Description

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

Course Goals and Learning Objectives

Course Learning Outcomes (CLO)

The aim of this course is to help students understand, gain knowledge, and develop an appreciation of the multifaceted elements of hospitality management by exploring all aspects of the field including: hotels and lodging; food-service and restaurants; travel and tourism; meetings, conventions and expositions; leisure and recreation; and, special events. While the focus is on basic hospitality and management principles, this course also reflects the impact of current social, economic, technological, and political factors on operations in the field. Further, students are offered information on the array of careers available in the various segments of the hospitality industry.

Learning Outcomes:

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:

SLO#1: Describe the relationship of human/social need for hospitality services.

SLO#2: Define the goals of various hospitality elements and related products and services.

SLO#3: Demonstrate sensitivity to and familiarity with some of the shared and differing courtesies expressed by diverse ethnic groups, e.g., people of Native American, European, African, Latino, and Asian background and descent.

SLO#4: Describe the service relationship in terms of psychological needs and social-psychological experiences.

SLO#5: Define the basic role of business in the field of hospitality.

SLO#6: Identify major challenges to the hospitality industry.

SLO#7: Describe opportunities for entry and advancement in the hospitality field.

SLO#8: Identify key qualities, philosophies, or experiences associated with success in the field.

Required Texts/Readings

Textbook

Walker, J. (2013). Introduction to Hospitality, 6th ed. Boston, MA: Pearson. ISBN: 978-0-13-281465-2.

The 5th edition is OK to use, if you keep up with the updated materials.

Library Liaison (Optional)

Christina Mune, Reference and Instruction Librarian, Liaison for Hospitality, Recreation & Tourism Management, Dr. Martin Luther King Jr. Library, San Jose State University, Office location:#4034, Phone: 408-808-2046, E-mail: christina.mune@sjsu.edu. Helpful electronic resource: URL: <http://libguides.sjsu.edu/hospitality>.

Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on.

Assignment	Points	%	SLOs
Quizzes.	330.	26%	All SLOs.
Discussion Boards.	200.	16%	All SLOs.
Experiencing Hospitality	120.	10%	3, 4, 8
My hospitality Portfolio	200.	16%	5, 6, 7
Mid-term Examination.	200.	16%	All SLOs.
Final Examination.	200.	16%	All SLOs
Total Points.	1,250.	100	

Quizzes: (All SLOs)

Each week comes with a quiz that has 15 questions worth 30 points and the time limit is 20 minutes. You should study the required reading before taking the quiz. Totally, there are thirteen quizzes available on Canvas. **Students are allowed to drop two quiz scores—one lowest score between Week 1 to 7(i.e., Chapter 1 to 7), and one lowest score between Weeks 9 to 15 (i.e., Chapters 8 to 13).**

It is the student's responsibility to take the quizzes during the assigned time. You have to **complete** the quiz by the due time (Sunday night at 11:59 pm). No makeup quiz will be given.

Discussion Boards: (All SLOs)

Students are required to join the discussion board during the assigned time. There are five discussion boards in total. Each discussion board is 40 points, which consists of 20 points for the original message and 10 points for each response.

Please read HSPM 1 Discussion Board Policy carefully, available in the folder of "Wk00 Class Information" on Canvas. For each discussion board, students are required to post one original message about the topic **by Thursday night at 11:59 pm** (20 points) and reply to two other classmates' posts for each topic **by Sunday night at 11:59 pm** (10 points for each response). The two responses have to be separated by 12 hour. It is the student's responsibility to post and reply in the discussion board during the assigned time; no late work is accepted. You have to **complete** the assignment by the due time.

Experiencing Hospitality: (SLOs 3, 4, 8)

The objective of this assignment is to analyze hospitality businesses by using the concepts of service quality and customer satisfaction as the framework (Chapter 1). This assignment consists of four parts. Each part is 30 points.

Part 1	Hotel/Lodging	Due 9/21 at 11:59pm
Part 2	Restaurant	Due 10/12 at 11:59 pm
Part 3	Attraction/gaming	Due 11/16 at 11:59 pm
Part 4	Special event	Due 12/7 at 11:59 pm

For each part, you are required to describe your recent experience of visiting a hospitality business. Your write up may include but is not limited to: name of the business, location, time of visit, the business it provides, your experience of its service quality, employee behavior, and customer's review on Facebook, Yelp, Tripadvisor, etc.

Evaluation: Word limit of each part is 400 words. Your write up will be evaluated by the following rubric.

Letter Grade	Description
A--Excellent	Exceeds all criteria of the assignment. Work makes unique, innovative, creative, and critical interpretations and contributions.
B--Above Average	Fulfills the criteria of the assignment with above average effort. Work demonstrates accurate interpretation of both basic and complex information and concepts. Student shows modest capacity for independent thought, problem-solving, and/or synthesis.
C--Average	Fulfills the basic criteria of the assignment. Work demonstrates average knowledge and application of information and concepts leaving most ideas undeveloped or unsupported.
D--Below	Does not meet the basic criteria of the assignment. Work demonstrates incomplete/weak knowledge and lack of an ability to apply basic information and concepts.

Dream Big Dream: My Hospitality Enterprise Portfolio: (SLOs 5, 6, 7)

What hospitality business would you like to own/operate in the future? Start your big dream now.

For this assignment, think about the hospitality businesses that you would like to own or operate in 10 years. Your portfolio should include four businesses including a hotel, a restaurant, an amusement/theme park or private club, and a special event company. Each business is 50 points.

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|------------|--|-----------------------|
| Business 1 | Hotel/Lodging | Due 9/21 at 11:59pm |
| Business 2 | Restaurant | Due 10/12 at 11:59 pm |
| Business 3 | an amusement/theme park
or private club | Due 11/16 at 11:59 pm |
| Business 4 | Special event | Due 12/7 at 11:59 pm |

For each business, you should write an essay no more than 800 words including, the concept, locations, the setup, competitors, three pictures of similar business, the target customers, special features, etc. Be creative!!!

Evaluation: Word limit of each part is 800 words. Your write up should reflect related information in the textbook and demonstrate web research.

Mid-term and Final Examinations (all SLOs):

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. Don't let your reading stack up until the last week before the examination. It will show. Study continuously!

Extra Credit:

There will be some opportunities to earn extra credit. Please pay attention to the announcement.

Grading Policy

Percentage		Point Range		Letter Grade.
From	To	From	To	
96	100	1,200.0	1,250.0	A plus.
93	95	1,162.5	1,187.5	A.
90	92	1,125.0	1,150.0	A minus.
83	89	1,037.5	1,112.5	B plus.
83	85	1,037.5	1,062.5	B.
80	82	1,000.0	1,025.0	B minus.
76	79	950.0	987.5	C plus.
73	75	912.5	937.5	C.
70	72	875.0	900.0	C minus.
66	69	825.0	862.5	D plus.
63	65	787.5	812.5	D.
60	62	750.0	775.0	D minus.

CANVAS Helpful Links

How do I login to CANVAS?

Canvas login URL: <https://sisu.instructure.com>

Username: SJSU 9-digit ID

Password: SJSUOne Password

Please note that you are required to change the password for every 180 days.

Questions and Help Information about CANVAS

SJSU eCampus Student Help Webpage: <http://www.sjsu.edu/at/ec/canvas/index.html>

COURSE POLICIES

Policies outlined in the University Catalog 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, found at the website](#)

<http://tutorials.sjlibrary.org/plagiarism/index.htm>. Please read the [SJSU Academic Integrity Policy S04-12](http://www2.sjsu.edu/senate/S04-12.pdf) at the website <http://www2.sjsu.edu/senate/S04-12.pdf>.

Announcements

The instructor will use Canvas and e-mail to make course-related announcements. It is the student's responsibility to provide the instructor with the student's correct e-mail address and to read Canvas messages and e-mails regularly. Due to the current computer virus threats, please type your name and course number in the **SUBJECT** field when sending an e-mail to the instructor. The instructor will not read any unidentifiable e-mail.

Late Assignment Submissions:

This online course has set due dates for all assignments, assessments, and discussions. All submissions are due at 11:59 pm on the date assigned, which means you have to complete the assignment by 11:59:59 pm. **Any assignment received even one second after the deadline or later will be considered late.** The CANVAS clock is the final word on the time "stamp" on assignments, assessments, and discussions. **All late submissions will be penalized by 10% of the points assigned to the assignment per day or portion of day late. No assignment will be accepted that is over 7 days late.**

University Policies

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 year calendars document on the [Academic Calendars webpage](http://www.sjsu.edu/provost/services/academic_calendars/) at http://www.sjsu.edu/provost/services/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/>.

Academic integrity

Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The [University Academic Integrity Policy S07-2](http://www.sjsu.edu/senate/docs/S07-2.pdf) at <http://www.sjsu.edu/senate/docs/S07-2.pdf> 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](#) at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the [Accessible Education Center](#) (AEC) at <http://www.sjsu.edu/aec> to establish a record of their disability.

In 2013, the Disability Resource Center changed its name to be known as the Accessible Education Center, to incorporate a philosophy of accessible education for students with disabilities. The new name change reflects the broad scope of attention and support to SJSU students with disabilities and the University's continued advocacy and commitment to increasing accessibility and inclusivity on campus.

Student Technology Resources (Optional)

Computer labs for student use are available in the [Academic Success Center](#) at <http://www.sjsu.edu/at/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 (Optional)

Peer Connections, a campus-wide resource for mentoring and tutoring, strives to inspire students to develop their potential as independent learners while they learn to successfully navigate through their university experience. You are encouraged to take advantage of their 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 is 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 (Optional)

The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the [Writing Center website](http://www.sjsu.edu/writingcenter) at <http://www.sjsu.edu/writingcenter>. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on



Facebook. (Note: You need to have a QR Reader to scan this code.)

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The instructor reserves the right to revise this tentative schedule in order to enhance the achievement of learning objectives. Any revision will be announced via CANVAS and e-mail. It is the student’s responsibility to be aware of all readings, discussions, quizzes/exam, assignments/project, and changes in course requirements.

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	Aug. 25 to Aug. 31	Ch 1. Introducing Hospitality

Week	Date	Topics, Readings, Assignments, Deadlines
2	Sep. 1 to Sep. 7	Ch 2. The Hotel Business Discussion Board 1 (40)
3	Sep. 8 to Sep. 14	Ch 3. Rooms Division Operations
4	Sep. 15 to Sep. 21	Ch 4. Food and Beverage Operations Discussion Board 2 (40) Experiencing Hospitality 1-Hotel (30) My Hospitality Portfolio 1-Hotel (50)
5	Sep. 22 to Sep. 28	Ch 5. Beverages
6	Sep. 29 to Oct. 5	Ch 6. Restaurant Business Discussion Board 3 (40)
7	Oct. 6 to Oct. 12	Ch 7. Restaurant Operations Experiencing Hospitality 2-Restaurant (30) My Hospitality Portfolio 2-Restaurant (50)
8	Oct. 13 to Oct. 19	Mid-term Examination (200).
9	Oct. 20 to Oct. 26	Ch 8. Managed Services
10	Oct. 27 to Nov. 2	Ch 9. Tourism
11	Nov. 3 to Nov. 9	Ch 10. Recreation, Attractions and Clubs Discussion Board 4 (40)
12	Nov. 10 to Nov. 16	Ch 11. Gaming Entertainment Experiencing Hospitality 3-Attractions and gaming (30) My Hospitality Portfolio 3-Attractions and gaming (50)
13	Nov. 17 to Nov. 23	Ch 12. Meetings, Conventions, Expositions Discussion Board 5 (40)
14	Nov. 24 to Nov. 30	Thanksgiving
15	Dec. 1 to Dec. 7	Ch 13. Special Events Experiencing Hospitality 4-Special event (30) My Hospitality Portfolio 4-Special event (50)
16	Dec. 8 to Dec. 9.	Review and Final Examination (200).

Total points = 1,250. The number in the parenthesis is the point for each grading item.