

**San José State University**  
**Department of Hospitality Management**  
**HSPM 065 – Professional Seminar in Hospitality Management**  
**Fall 2013**

<b>Instructor:</b>	Dr. Tsu-Hong Yen
<b>Office Location:</b>	Spartan Complex – SPX 49
<b>Telephone:</b>	(408) 924-3292
<b>Email:</b>	Tsu-hong.yen@sjsu.edu
<b>Office Hours:</b>	Tuesday and Thursday, 10 am to 2 pm
<b>Class Days/Time:</b>	Wed 12:00pm – 1:15pm
<b>Classroom:</b>	Spartan Complex – SPX 209
<b>Prerequisites:</b>	Hospitality, Tourism and Event Management Majors only Pre/Co-requisite HSPM 001

**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:

- SLO#1: describe the requirements and expectations of the hospitality, tourism and event management program.
- SLO#2: demonstrate competence in using technology to facilitate learning experience.

- SLO#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.
- SLO#4: Collect information about current trends, and career development opportunities in the hospitality industry.
- SLO#5: Formulate strategies for preparing for career development.

**Required Reading and Resources:**

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)

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)

**SJSU Career Center**

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

**Library Liaison:**

**Christina Mune**

Dr. Martin Luther King, Jr. Library

San Jose State University

Phone: 408-808-2046

Email: [Christina.Mune@sjsu.edu](mailto:Christina.Mune@sjsu.edu), Website: <http://library.sjsu.edu/>

Helpful electronic resource: <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 are available at <http://info.sjsu.edu/web-dbgen/narr/soc-fall/rec-298.html>. Information about late drop 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, and discussion questions.

#### Quizzes, 20%

Both in-class and online quizzes will be given. No makeup quiz is allowed.

#### Video Review, 10%

Watch Nancy Duarte's Ted Talk on uncovers common structure of greatest communicators, <http://www.youtube.com/watch?v=1nYFpuc2Umk>, and another Ted Talk video of your choice. Write a 500 words paper on how to make great presentation.

#### A Moment of Hospitality Presentation, 15%

For this assignment, you are required to give a 3-minute presentation of a story about an experience of hospitality. Your presentation should demonstrate what you learn from Nancy Duarte's Ted Talk.

#### Personal Profile/Resume, 15% (10 points)

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

#### Reflection Paper, 20%

Students will reflect on the semester as a whole by writing a 5-page reflection paper.

## **Course Grading**

The final grade for this course requires that students achieve at least 70 total points on the above assignments to receive credit for the course, i.e., the CR grade.

## **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, 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 is available at [http://www.sa.sjsu.edu/judicial\\_affairs/index.html](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 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 (DRC) at <http://www.drc.sjsu.edu/> to establish a record of their disability.

### **Student Technology Resources**

Computer labs for student use are available in the Academic Success Center located on the 1<sup>st</sup> floor of Clark Hall and on the 2<sup>nd</sup> 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 digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens and monitors.

### **Learning Assistance Resource Center**

The Learning Assistance Resource Center (LARC) is located in Room 600 in the Student Services Center. It is designed to assist students in the development of their full academic potential and to motivate them to become self-directed learners. The center provides support services, such as skills assessment, individual or group tutorials, subject advising, learning assistance, summer academic preparation and basic skills development. The [LARC website](http://www.sjsu.edu/larc/) is located at <http://www.sjsu.edu/larc/>.

### **SJSU Writing Center**

The SJSU Writing Center is located in Room 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 website](http://www.sjsu.edu/writingcenter/about/staff/) is located at <http://www.sjsu.edu/writingcenter/about/staff/>.

### **Peer Mentor Center**

The Peer Mentor Center is located on the 1<sup>st</sup> floor of Clark Hall in the Academic Success Center. The Peer Mentor Center is staffed with Peer Mentors who excel in helping students manage university life, tackling problems that range from academic challenges to interpersonal struggles. On the road to graduation, Peer Mentors are navigators, offering “roadside assistance” to peers who feel a bit lost or simply need help mapping out the locations of campus resources. Peer Mentor services are free and available on a drop –in basis, no reservation required. The [Peer Mentor Center website](http://www.sjsu.edu/muse/peermentor/) is located at <http://www.sjsu.edu/muse/peermentor/>

## **HSPM 065 – Professional Seminar in Hospitality Management, Fall 2013 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**

<b>Week</b>	<b>Date</b>	<b>Topics, Readings, Assignments, Deadlines</b>
1	Aug. 21	Course Introduction and Overview

Week	Date	Topics, Readings, Assignments, Deadlines
2	Aug. 28	Why College? How to get the best out of college? 10 Things employers want you to learn in college. Video Review due
3	Sept. 4	HSPM Curriculum and Requirements BEST Ch 6: What professors wish you knew
4	Sept. 11	Time management and study strategies BEST Ch 5 Memories you'll want to remember BEST Ch 7 Getting what you came for
5	Sept. 18	Campus resources BEST Ch. 9 Navigating campus resources 10 Things Ch. 7
6	Sept. 25	Technology and learning experience 10 Things Ch. 8
7	Oct. 2	Problem solving 10 Things Ch. 9 10 Things Ch. 10 Solving problems
8	Oct. 9	Cover Letter and Resume Due Faculty Guest Speakers: Dr. Sullivan and Dr. Yen
9	Oct. 16	Career preparation 10 Things employers want you to learn in college.
10	Oct. 23	No class meeting today. <b>Attending Experience Hospitality Expo on October 25.</b>
11	Oct. 30	Career Center – Guest Speaker Develop your personal profile and resume
12	Nov. 6	Launching Your Career—the Hotel Industry 10 Things Part Three
13	Nov. 13	Launching Your Career—the Restaurant Industry
14	Nov. 20	Launching Your Career—The Event Management Industry
15	Nov. 27	<b>Thanksgiving</b>
16	Dec. 4	Course Review BEST Ch. 12 It'll be over before you know it