

San José State University
Department of Hospitality, Tourism and Event Management
HSPM 102, Hotel & Lodging Operations, Section 01, spring 19

Course and Contact Information

Instructor:	Faranak Memarzadeh
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Office Hours:	Monday & Wednesday 12:00 p.m. – 1:30 p.m. or by appointment
Class Days/Time:	Tuesday & Thursday 12:00 p.m. - 1:15 p.m. (Hybrid Course)
Classroom:	Sweeney Hall 120
Prerequisites	HSPM 001, HSPM 065 or instructor consent

Course Format

This course adopts a hybrid delivery format. Internet connectivity and computer are required to participate in the classroom activities and/or submit assignments.

Course Description

Principles of organization, management and decision models applied to the tasks and challenges of hotel operations. Involves techniques of problem solving (including planning, organizing, staffing, directing and controlling operations) in areas of front office operations, housekeeping, food/beverage and personnel. Prerequisites: HSPM 001, HSPM 065 or instructor consent. HSPM Majors and Minors only. Co-requisite: HSPM 001.

Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:

1. Describe the history and trends of the hotel industry;
2. Classify the major hotel markets;
3. Comprehend the structure of the hotel industry;
4. Describe the managerial functions of hotel managers;
5. Describe functions of each department in a hotel;
6. Examine the sales and marketing activities;
7. Make revenue management decisions;
8. Evaluate operational results.
9. Practice some of the fundamental skills in the hotel business.

Required Textbook /Reading

Textbook

Hayes, D., Ninemeier, J., & Miller, A. (2012). *Foundations of Lodging Management*: 2nd. Edition: Pearson. ISBN: 9780132560894.

Other equipment / material requirements

Computer and Internet access.

Library Liaison

Laurie Borchard, Reference and Instruction Librarian, Liaison for Hospitality, Tourism & Event Management, Martin Luther King Jr. Library, San Jose State University, Phone: 408-808-2083, E-mail: laurie.borchard@sjsu.edu . Helpful electronic resource: URL: <https://libguides.sjsu.edu/hospitality>

Here is a brief list of some Internet resources you may find useful for your research:

[Hotel World Network](http://www.hotelmanagement.net/) at <http://www.hotelmanagement.net/>

[Hotel Business](http://www.hotelbusiness.com/main.php) at <http://www.hotelbusiness.com/main.php>

[Hospitality Net](http://www.hospitalitynet.org/index.html) at <http://www.hospitalitynet.org/index.html>

[Hotel News Now](http://www.hotelnewsnow.com/) at <http://www.hotelnewsnow.com/>

[Smith Travel Research](http://www.str.com/) at <http://www.str.com/>

[PriceWaterhouseCoopers](http://www.pwc.com/us/en/index.jhtml) at <http://www.pwc.com/us/en/index.jhtml>

[PKF Consulting](http://www.cbre.us/services/valuationadvisory/pkf-consulting/Pages/hospitality-consulting.aspx) at <http://www.cbre.us/services/valuationadvisory/pkf-consulting/Pages/hospitality-consulting.aspx>

[Hotel Marketing](http://hotelmarketing.com/) at <http://hotelmarketing.com/>

Course Requirements and Assignments

a) Current Events & Questions (10% of total score)

To receive maximum benefit from this course, *students are expected to participate in all group discussions for current events. Please be on time to submit your assignments.* For these assignments students need to read hospitality related news from reliable sources (such as those websites introduced above). They need to:

- 1) Write *minimum one paragraph* about each current event (4 points).
- 2) *Develop one question* from same current event for group members (2 points).
- 3) *Respond to one group member's question* on the same topic (3 points).
- 4) *Provide the source* where they got the current event from (include the appropriate reference or link) (1 point).

Evaluation for these assignments will be based on students' interaction with their group members and group discussions.

b) Essay Associated with each Chapter from Textbook (10% of total score)

During the semester several essays will be assigned from textbook. Students must submit each essay as an individual assignment (*this is not a group assignment*). Essay assignments should be submitted on Canvas *ahead of the deadline*. *Each question in essay should be analyzed/answered at least in one paragraph.*

c) Critical Thinking Assignments (CTA) (10% of total score)

Students will have several analytical assignment from different resources. After conducting comprehensive search from different resources, students need to submit their evaluation, understanding, perception or opinion on the given topic *in minimum two (some three) comprehensive paragraphs.*

The criteria for evaluating these assignments will be based on:

- 1) Addresses the main point of the assignment
- 2) States a relevant answer.
- 3) Offers advices in a logical order

d) Face to face sessions (5% of total score)

- **Introduction Class (Thursday, January 24, Sweeney Hall 120):** first day of class will be face-to-face session. In this session course requirements, structure, and format will be discussed. **Attending to the introduction session is mandatory.** That will be students' responsibility to follow up/catch up with course requirements, assignments and due dates. **Missing the introduction session is not an acceptable excuse for any late or missed submission(s).**
- Group project presentations: last three sessions (May 7, 9 &13) will be the group project presentations. **Attending to ALL the presentation sessions is mandatory.**

e) Shadowing Session (15% of total score)

Students will be spending half a day on scheduled Friday at the pre-arranged hotel property to shadow hotel management team, hotel departments and back of the house duties. Each group will be scheduled in advance and **all group members need to attend on the assigned date/ time.** Exact time and detailed arrangements will be discussed at the introduction session.

After shadowing completed, each group needs to submit a report of group experience and observation. Here are some criteria about shadowing report:

- Each group should submit the shadowing report **within 2 WEEKS after shadowing date.**
- The **context of report will be 5 pages** (excluding the pictures and references).
- Each group needs to add few pictures to their report which will be taken during the site visit.
- As a cover page groups will have **the name of the site (hotel) and group members name and last name.**
- Each group needs to choose a leader to submit a soft copy of the report on canvas on behalf of group members.

f) Hotel Group Project (35% of total score)

The purpose of this assignment is to identify the structure of hotel industry. Each group is responsible to choose an individual hotel, brand, or chain and analyze the hotel business.

For this project each group needs to collect data for associated hotel for the following areas:

- General information about the hotel such as: history, location, hotel property, SWOT analysis, structure of the hotel (whether they are individual hotel, part of chain hotel, Boutique hotel, B & B, etc.)
- Sale & Marketing
- Operating Strategies

- Human Resource and Staffing
- Housekeeping
- Maintenance Department
- Food and Beverage
- Meeting Services
- Financial and Accounting information (Room rate, ADR, Occupancy Rate, RevPAR, etc.)

Each group needs to conduct a comprehensive research utilizing all the available resources such as:

- In person interview with industry professionals or hotel managers and staff
- Associated articles, books, magazines
- Reliable, professional, and official websites

Each group will be presenting their final project according to the scheduled date which can be found on course schedule at the end of this syllabus. Hard copy of the final report need to be submitted at the same date of presentation. *Leader of each group also needs to submit a soft copy of the report on canvas; Minimum of 20 pages* report should include:

- Front page (project and group members` name)
- Double space report with appropriate citation
- Table of contents and references

Each group will be given **20 minutes to present** and **10 minutes to Q&A session**.

The criteria for evaluating group projects will be based on:

- 1) Content and creativity
- 2) Novelty of the project.
- 3) Coherence and professional demonstration of the project (appropriate references, citation, etc.)
- 4) Team works and contribution
- 5) Supporting resources of the project (in person interview, site visit, phone interview, etc.)
- 6) Peer evaluation of group members (each student will evaluate his/her group member.

Presentations will be evaluated by both instructor and audience. Each group will receive an evaluation form to score presentations based on specific criteria. The average of the evaluation scores will be the final presentation score for each group.

It is student(s) responsibility to stay in touch with group members to decide how they will be working on the group project and splitting the work to get done. If it happened a group member did not collaborate, other group members need to inform the instructor. After each group's presentation, presenter groups will get peer-evaluation form to evaluate group members' performance. Perhaps if a member receives bad evaluation from other group members, his/her group project score will be much lower than other group members. *Meaning that not everyone in the group will get the same score for the final project.*

g) Exams (5% Each)

There will be *three (3) online examinations*. Exams will be in an objective format and *are not cumulative*. The examinations may consist of multiple choice, true/false, fill-in-the-blanks questions, and will cover class materials, activities, and student observations, when applicable. The exam questions will focus on students` knowledge and intellectual skills by testing their understanding of the covered subjects. The tentative schedule for the exams is as follows:

Exam 1: Chapters 1, 2, 3, 4, 5
 Exam 2: Chapters 6, 7, 8, 9, 10
 Exam 3: chapters 11, 12, 13, 14

Grading Information

Assignment	Weight	CLOs
Current Events and Questions	10%	CLOs: 3&8
Essay	10%	CLOs: 5&9
Critical Thinking Assignments (CTA)	10%	CLOs: 2,4,6
Hotel Shadowing Session	15%	CLOs: 4,8,9
Hotel Group Project	35%	CLOs: 3,4,9
Participation on all the face-to-face sessions	5%	CLOs: 8, 9
Exam 1	5%	CLOs: 3,5,8
Exam 2	5%	CLOs: 3,5,8
Exam 3	5%	CLOs: 3,5,8
TOTAL	100%	

Grading Percentage Breakdown

Total Points	Letter Grade
97%-100%	A+
93%-96%	A
90%-92%	A-
87% - 89%	B+
83% - 86%	B
80%-82%	B-
77% - 79%	C+
73% - 76%	C
70%-72%	C-
67% - 69%	D+
63% - 66%	D
60%-62%	D-
0-59%	F (Unsatisfactory)

Classroom/ Course Protocol

Late Homework/Exams/Assignments

All assignments are due on the due date announced to the students. ***Late assignments will not be accepted.*** No make-up will be given for missed assignments, unless student has an acceptable excuse. Students should communicate with the instructor if they have any problems with the assignments.

Cell phone/Laptop use

Cell phone and laptop use for the purposes of texting, email or other social media is not permitted in any of the face-to-face sessions.

University Policies

Academic integrity

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The [University Academic Integrity Policy F15-7](#) 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. Visit the [Student Conduct and Ethical Development](#) website for more information.

HSPM 102, Hotel & Lodging Operations, Section 01, spring 19, Course Schedule

Note: Schedule is subject to change

Course Schedule

W	Date	Topics, Readings, Assignments	Chapter
1	1/24	Introduction Class (face-to-face)	N.A.
2	1/29 - 2/4	Introduction to Lodging Industry <ul style="list-style-type: none">- Essay (Ch. 1)- Current Event & Question #1	CH. 1
3	2/5 -2/11	Structure of Lodging Industry <ul style="list-style-type: none">- Essay (Ch. 2)- Current Event & Question #2- CTA.1 (Hotels in the Bay Area)	CH.2
4	2/12 -2/18	Guest Service <ul style="list-style-type: none">- Essay (Ch. 3)- Current Event & Question #3- CTA.2 (Sustainable Hotels)	CH. 3
5	2/19 – 2/25	Lodging Operations <ul style="list-style-type: none">- Essay (Ch. 4)- Current Event & Question #4- CTA.3 (Airbnb)	CH. 4
6	2/26 – 3/4	Staffing <ul style="list-style-type: none">- Essay (Ch. 5)- Current Event & Question #5- EXAM 1 (Ch. 1 - 5) March 2 - March 3	CH. 5
6	3/5 -3/11	Front Office-Revenue Management <ul style="list-style-type: none">- Essay (Ch. 6)- Current Event & Question #6- CTA.4 (Innovations in Hotel)	CH.6
7	3/12 – 3/18	Sales and Marketing	CH.7

W	Date	Topics, Readings, Assignments	Chapter
		<ul style="list-style-type: none"> - Essay (Ch. 7) - Current Event & Question #7 - CTA.5 (Top 5 OTAs) 	
8	3/19 – 3/25	Housekeeping <ul style="list-style-type: none"> - Essay (Ch. 8) - Current Event & Question #8 - CTA.6 (STR Report) 	CH.8
9	3/26 – 3/31	Maintenance <ul style="list-style-type: none"> - Essay (Ch. 9) - Current Event & Question #9 - CTA.7 (Artificial intelligence) 	CH.9
10	4/1- 4/5	Spring Recess	N.A.
11	4/9 – 4/15	Food & Meeting in Limited Service <ul style="list-style-type: none"> - Essay (Ch. 10) - Current Event & Question #10 - EXAM 2 (Ch. 6 - 10) April 13 - April 14 	CH.10
12	4/16 - 4/22	Food & Beverage in Full Service Hotels <ul style="list-style-type: none"> - Essay (Ch. 11) - Current Event & Question #11 - CTA.8 (Top 5 B&B hotels in the US) 	CH.11
13-a	4/23 – 4/24	Hotel Accounting <ul style="list-style-type: none"> - Essay (Ch. 12) 	CH.12
13-b	4/25 - 2/26	Safety & Security <ul style="list-style-type: none"> - Essay (Ch. 13) 	CH.13
13-c	4/27 - 4/28	Careers in the Lodging Industry <ul style="list-style-type: none"> - Essay (Ch. 14) 	CH.14
14	4/29 – 5/6	Finalizing the Hotel Projects	N.A.
15-a	5/7	Presentation (Groups 2 & 4)	N.A.
15-b	5/9	Presentation (Groups 1 & 3)	N.A.
16-a	5/13	Presentation (Groups 5 & 6)	N.A.
16-b	5/15	EXAM 3 (Ch. 11-14) May 15 - May 16	N.A.