

San José State University
Department of Hospitality, Tourism and Event Management

HSPM 175, Entrepreneurship in Hospitality, Section 01, spring 19

Course and Contact Information

| | |
|-------------------------|--|
| Instructor: | Faranak Memarzadeh |
| Office Location: | MacQuarrie Hall 409 |
| Telephone: | (408) 924-7487 |
| Email: | Faranak.memarzadeh@sjsu.edu |
| Office Hours: | Monday and Wednesday 12:00 p.m. – 1:15 p.m. or by appointment |
| Class Days/Time: | Monday and Wednesday 1:30 p.m. – 2:45 p.m. |
| Classroom: | Boccardo Business Center 225 |
| Prerequisites: | HSPM 001, HSPM 065, BUS1 020 or BUS1 020N. |

Course Format

This course adopts a face-to-face seminar class. Internet connectivity and computer are required to participate in the classroom activities and/or submit assignments.

Course Description

As a Seminar course, HSPM 175 explores the entrepreneurial opportunities available in the public, non-profit, and private sectors by examining the process of creating, planning, and managing hospitality, recreation, and tourism ventures, programs, and services. Prerequisite: HSPM 001, HSPM 065, BUS1 020 or BUS1 020N.

Senior Standing.

Course Learning Outcomes (CLO)

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

1. Describe entrepreneurship, and the characteristics of entrepreneurial firms.
2. Explain the entrepreneurial process.
3. Identify and describe techniques entrepreneurs use to generate ideas.
4. Understand the feasibility analysis.
5. Describe business models.
6. Discuss the guidelines to write an effective business plan.
7. Describe the market issues.

8. Describe intellectual property, and its importance.
9. Evaluate the challenges of growth.

Required Texts/Readings

Textbook

Barringer, B., & Ireland, D. (2015). *Entrepreneurship: Successfully Launching New Ventures*: 5th Edition: Pearson. ISBN: 9780133797190

Other equipment / material requirements

Computer and Internet access

Library Liaison

Laurie Borchard, Reference and Instruction Librarian, Liaison for Hospitality, Tourism & Event Management, Dr. Martin Luther King Jr. Library, San Jose State University. Phone: 408-808-2083

E-mail: laurie.borchard@sjsu.edu

Helpful electronic resource: URL: <http://libguides.sjsu.edu/hospitality>.

Course Requirements and Assignments

a) Class Activities and Participation (10%)

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

b) Group Project (Business Plan) (40%)

Students will be involved in a real case business plan development assignment. Each team will participate to develop detailed business plan throughout the semester and the results will be presented. Each group needs to conduct a comprehensive research utilizing all the available resources such as:

- Associated articles, books, magazines.
- Reliable, professional, and official websites.
- In person interview with industry professionals.

Each group will have 20 minutes to present the findings. Based on the provided rubrics, students along with the instructor, will evaluate the presenter groups. The average of the students` and instructor`s evaluations will indicate the final presentation score, which will be considered as 50% of group project score. The other 50% of the group projects` score is associated with the quality of the submitted business plan. ***More details about group project will be discussed throughout the semester.***

c) Case Studies (10%)

During the semester several case studies will be assigned. Case studies should be submitted on Canvas ***prior to the class and ahead of the deadline.***

d) You be the VC Assignments (10%)

You be the VC assignments should be submitted on Canvas prior to the class and ahead of the deadline.

e) Exams (10% 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, 15

Grading Information

| Assignment | Weight |
|------------------------------------|-------------|
| Class Activities and Participation | 10% |
| Group Project | 40% |
| Case Studies | 10% |
| You be the VC assignments | 10% |
| Exam 1 | 10% |
| Exam 2 | 10% |
| Exam 3 | 10% |
| 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 Protocol

Class Participation

Class will begin promptly at the designated time; therefore, regular and punctual class participation is expected. **Students missing more than 3 classes without a reasonable excuse will receive zero participation points.** Reasonable excuses include: family emergency, illness, and a serious personal problem. Students are expected to read the course material and complete their homework before coming to class and participate in class discussions and activities.

Cell phone/Laptop use

Cell phone and laptop use for the purposes of texting, email or other social media is not permitted.

Cell phones should be put away, except in the occasion that instructor asks students to use them for an activity. In a serious need to leave the cell phone on, such as a family emergency, please put it on vibrate and let instructor know.

Late Homework/Exams/Assignments

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

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 175, Entrepreneurship in Hospitality, Section 01, spring 19, Course Schedule

Note: Schedule is subject to change

Course Schedule

| Class | Date | Day | Topics, Readings, Assignments | Chapter |
|-------|------|-----|--|---------|
| 1 | 1/28 | M | Introduction to the Course | N.A. |
| 2 | 1/30 | W | Introduction to Entrepreneurship | 1 |
| 3 | 2/4 | M | Recognizing Opportunities and Generating Ideas | 2 |
| 4 | 2/6 | W | Feasibility Analysis | 3 |
| 5 | 2/11 | M | Developing an Effective Business Model | 4 |
| 6 | 2/13 | W | Developing an Effective Business Model (Cont.) | 4 |

| Class | Date | Day | Topics, Readings, Assignments | Chapter |
|--------------|-------------|------------|--|---------------------|
| 7 | 2/18 | M | Industry and Competitor Analysis/ <i>Review for Exam 1</i> | 5 |
| 8 | 2/20 | W | <i>Work on Group Project</i> | N.A. |
| 9 | 2/25 | M | <i>Exam 1</i> | <i>1-5</i> |
| 11 | 2/27 | W | Writing a Business Plan | 6 |
| 10 | 3/4 | M | Writing a Business Plan (Cont.) | 6 |
| 12 | 3/6 | W | Preparing a Proper Ethical and Legal Foundation | 7 |
| 13 | 3/11 | M | Assessing a New Venture's Financial Strength & Viability | 8 |
| 14 | 3/13 | W | Assessing a New Venture's Financial Strength & Viability | 8 |
| 15 | 3/18 | M | Building a New-Venture Team | 9 |
| 16 | 3/20 | W | Getting Funding or Financing/ <i>Review for Exam 2</i> | 10 |
| 18 | 3/25 | M | <i>Exam 2</i> | <i>6-10</i> |
| 17 | 3/27 | W | <i>Work on Group Project</i> | N.A. |
| 19 | 4/1 | M | <i>Spring Recess</i> | <i>N.A.</i> |
| 20 | 4/3 | W | <i>Spring Recess</i> | <i>N.A.</i> |
| 21 | 4/8 | M | Unique Marketing Issues | 11 |
| 22 | 4/10 | W | The Importance of Intellectual Property | 12 |
| 23 | 4/15 | M | Preparing for and Evaluating the Challenges of Growth | 13 |
| 24 | 4/17 | W | Strategies for Firm Growth | 14 |
| 25 | 4/22 | M | Franchising | 15 |
| 26 | 4/24 | W | <i>Work on Group Project</i> | N.A. |
| 27 | 4/29 | M | Group Project Presentation | N.A. |
| 28 | 5/1 | W | Group Project Presentation | N.A. |
| 29 | 5/6 | M | Group Project Presentation | N.A. |
| 30 | 5/8 | W | Group Project Presentation | N.A. |
| 31 | 5/13 | M | Group Project Presentation | N.A. |
| 32 | 5/15 | W | <i>Exam 3</i> | <i>11-15</i> |