

San José State University
Department of Hospitality, Tourism and Event Management
HSPM 102, Hotel & Lodging Operations, Section 80, fall 2020

Course and Contact Information

Instructor:	Faranak Memarzadeh
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Office Hours:	By email arrangement for Zoom appointment
Class Days/Time:	Online Course
Prerequisites	HSPM 001, HSPM 065 or instructor consent

Course Format

This course adopts an online delivery format. Internet connectivity and computer are required to complete course 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 the 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

Carli Lowe, Reference and Instruction Librarian, Liaison for Hospitality, Tourism & Event Management, Martin Luther King Jr. Library, San Jose State University, Phone: 408-808-2343, E-mail: carli.lowe@sjsu.edu
Helpful electronic resource: URL: <https://libguides.sjsu.edu/hospitality>

Here is a brief list of some the 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

Students have weekly assignments that will be **available from Monday of each week to Sunday of the same week**. Students can work/submit their assignments anytime throughout the week before the deadline which is Sunday at midnight (11:50 pm).

a) Video of the Week Quiz (10% of total score)

To have a better understanding of the week's topic, a short video provided. After watching the video, students need to answer the questions associated with that video.

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

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

- 1) Write **a minimum of one paragraph** about the news of their choice (4 points).
- 2) **Develop one question** from their selected news for group members (2 points).
- 3) **Respond to one group member's question** (3 points).
- 4) **Provide the source** where they got the news 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.

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

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

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

Students are assigned to several analytical assignments about different topics related to the hotel industry. After conducting a comprehensive search from different resources, students need to submit their evaluation, understanding, perception, or opinion on the given topic **in a minimum of two comprehensive paragraphs.**

The criteria for evaluating these assignments will be based on:

- 1) Addressing the main point of the assignment
- 2) Providing a relevant answer.
- 3) Offering advice in a logical order

e) Hotel Group Project (30% of total score)

The purpose of this assignment is to identify the structure of the 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 the associated hotel/brand for the following areas:

- General information about the hotel/brand such as history, location, hotel property, SWOT analysis, the structure of the hotel/brand (whether they are an individual hotel, part of a chain hotel, Boutique hotel, B & B, etc.)
- Hotel's Eco- friendly Policies and Applications
- Hospitality Technology and Innovations Used by the Hotel
- 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 comprehensive research utilizing all the available resources such as:

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

The soft copy of the final report needs to be submitted on the Canvas before the due date. The leader of each group is responsible to submit the report. **Minimum of 20 pages** report should include:

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

The criteria for evaluating group projects will be based on:

- 1) Content and creativity
- 2) The 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 members).

It is the 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 ASAP. Perhaps if the group members complained about a group member, his/her group project score will be much lower than others in the group. **Meaning that not everyone in the group will get the same score for the final project.**

f) Exams (30% of total score)

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-blank, and essay 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
Video of the Week Quiz	10%	CLOs: 2&3
Current Events and Questions	10%	CLOs: 3&8
Essay	10%	CLOs: 5&9
Critical Thinking Assignments (CTA)	10%	CLOs: 2,4,6
Hotel Group Project	30%	CLOs: 3,4,9
Exam 1	10%	CLOs: 3,5,8
Exam 2	10%	CLOs: 3,5,8
Exam 3	10%	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)

Course Protocol

Late Homework/Exams/Assignments

Late assignments will not be accepted. No make-up will be given for missed assignments unless the student has an acceptable excuse. Students should communicate with the instructor if they have any problems with assignments or exams.

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 80, fall 2020, Course Schedule

Note: the schedule is subject to change

Week	Date	Topics, Readings, Assignments	Chapter
1	8/19 - 8/23	Introduction to Lodging Industry <ul style="list-style-type: none"> - Introduction - Essay (Ch. 1) - Current Event & Question #1 	CH. 1
2	8/24 - 8/30	Structure of the Lodging Industry <ul style="list-style-type: none"> - Video of the Week Quiz 1 - Essay (Ch. 2) - Current Event & Question #2 - CTA.1 (What is the Impact of COVID-19 on Bay Area's Hotels?) 	CH.2
3	8/31 - 9/6	Guest Service <ul style="list-style-type: none"> - Essay (Ch. 3) - Current Event & Question #3 - CTA.2 (What is Sustainability in the Hotel Industry?) 	CH. 3
4	9/7 - 9/13	Lodging Operations <ul style="list-style-type: none"> - Video of the Week Quiz 2 - Essay (Ch. 4) - Current Event & Question #4 - CTA.3 (What is the Future of Airbnb?) 	CH. 4
5	9/14 - 9/20	Staffing <ul style="list-style-type: none"> - Essay (Ch. 5) - Current Event & Question #5 - EXAM 1 (Ch. 1 to 5), Sep. 18 - Sep. 20 	CH. 5
6	9/21 - 9/27	Front Office-Revenue Management <ul style="list-style-type: none"> - Video of the Week Quiz 3 - Essay (Ch. 6) - Current Event & Question #6 - CTA.4 (What is Hospitality Innovation?) 	CH.6
7	9/28 - 10/4	Sales and Marketing <ul style="list-style-type: none"> - Essay (Ch. 7) - Current Event & Question #7 - CTA.5 (How Hotels can Keep Guests and Staff Safe from COVID-19?) 	CH.7

Week	Date	Topics, Readings, Assignments	Chapter
8	10/5 -10/11	Housekeeping <ul style="list-style-type: none"> - Video of the Week Quiz 4 - Essay (Ch. 8) - Current Event & Question #8 - CTA.6 (Analyzing the STR Report) 	CH.8
9	10/12 - 10/18	Maintenance <ul style="list-style-type: none"> - Essay (Ch. 9) - Current Event & Question #9 - CTA.7 (How Artificial Intelligence is used in the Hospitality Industry?) 	CH.9
10	10/19 - 10/25	Food & Meeting in Limited Service <ul style="list-style-type: none"> - Essay (Ch. 10) - Current Event & Question #10 - EXAM 2 (Ch. 6 to 10), Oct. 23 - Oct. 25 	CH.10
11	10/26 - 11/1	Food & Beverage in Full-Service Hotels <ul style="list-style-type: none"> - Video of the Week Quiz 5 - Essay (Ch. 11) - Current Event & Question #11 - CTA.8 (What is the Future Hospitality Industry Trends?) 	CH.11
12	11/2 - 11/8	Hotel Accounting <ul style="list-style-type: none"> - Essay (Ch. 12) 	CH.12
13	11/9 - 11/15	Safety & Security <ul style="list-style-type: none"> - Video of the Week Quiz 6 - Essay (Ch. 13) 	CH.13
14	11/16 - 11/22	Careers in the Lodging Industry <ul style="list-style-type: none"> - Video of the Week Quiz 7 - Essay (Ch. 14) 	CH.14
15	11/23 - 11/29	Finalizing the Final Project	N.A.
16	12/7	Due Date to Submitting Hotel Final Project	N.A.
17	12/9 - 12/11	EXAM 3 (Ch. 11 to 14), Dec. 9 - Dec. 11	N.A.