**San José State University**

# Department of Hospitality, Tourism and Event Management

# HSPM 121 Hospitality Leadership and Management (Section 1)

# Fall 2020

## Course and Contact Information

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| Instructor(s): | Dr. Tsu-Hong Yen |
| Office Location: | MH 407 |
| Telephone: | (408) 924-3292 |
| Email: | [Tsu-hong.yen@sjsu.edu](mailto:Tsu-hong.yen@sjsu.edu), preferred communication email |
| Office Hours: | Monday, 10:00 am to 12:00 pm  Tuesday, 10:00 am to 2:00 pm  Wednesday, 10:00 am to 12:00 pm |
| Class Days/Time: | Tuesday and Thursday  12:00 pm to 1:15 pm |

## Course Description

This course acquaints students with the theory and practice of management and leadership principles in a hospitality operation. Topics include: manager’s roles, leadership principles, goal setting, power and empowerment, communication skills, coaching and team building, diversity, career planning, and organizational development.

## Faculty Web Page and MYSJSU Messaging

*Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on* [*Canvas Learning Management System course login website*](file:///C:\Users\Spain\Desktop\2018\Outreach\Canvas%20Learning%20Management%20System%20course%20login%20website) *at http://sjsu.instructure.com. You are responsible for regularly checking with the messaging system through MySJSU on* [*Spartan App Portal*](http://one.sjsu.edu) *http://one.sjsu.edu (or other communication system as indicated by the instructor) to learn of any updates. For help with using Canvas see* [*Canvas Student Resources page*](http://www.sjsu.edu/ecampus/teaching-tools/canvas/student_resources) *(http://www.sjsu.edu/ecampus/teaching-tools/canvas/student\_resources)*

## Course Learning Outcomes (CLO)

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

SLO 1 Explain the differences between leadership and management.

SLO 2 Describe the functions of management (planning, organizing, coordinating, staffing, directing, and controlling).

SLO 3 Identify the essential behavioral qualities, skills and abilities exhibited by outstanding leaders.

SLO 4 Explore your leadership potential.

SLO 5 Assess strengths and weakness of your soft skills.

SLO 6 Discuss ethics and identify common ethical issues in the hospitality industry.

SLO 7 Explain how organizations can foster diversity in the workplace.

SLO 8 Develop a leadership development plan.

## Required Texts/Readings

Course required readings are available on Canvas.

Recommended reading

Gaudini, Gianna. (2019). The Art of Event Planning. ISBN: 9781733119627

## Library Liaison

Carli Lowe, University Archivist, Liaison for Hospitality, Tourism and Event Management, Dr. Martin Luther King Jr. Library, San Jose State University, Phone: 408-808-2046, E-mail: carli.lowe@sjsu.edu. Helpful electronic resource: URL: <http://libguides.sjsu.edu/hospitality>.

## Course Requirements and Assignments

*Review the following policies and resources with your students:*

* [*University Syllabus Policy S16-9*](http://www.sjsu.edu/senate/docs/S16-9.pdf) *at http://www.sjsu.edu/senate/docs/S16-9.pdf.*
* *Office of Undergraduate Education’s* [*Syllabus Information web page*](http://www.sjsu.edu/gup/syllabusinfo/) *at http://www.sjsu.edu/gup/syllabusinfo/*

[*University Policy S16-9*](http://www.sjsu.edu/senate/docs/S16-9.pdf)*, Course Syllabi (http://www.sjsu.edu/senate/docs/S16-9.pdf) requires the following language to be included in the syllabus:*

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.”

### Final Examination or Evaluation

*Insert descriptions of your final examination or evaluation information here. More details can be found in*

[University policy S17-1](http://www.sjsu.edu/senate/docs/S17-1.pdf) (http://www.sjsu.edu/senate/docs/S17-1.pdf) *which states that*

*“*Faculty members are required to have a culminating activity for their courses, which can include a final examination, a final research paper or project, a final creative work or performance, a final portfolio of work, or other appropriate assignment.”

|  |  |  |
| --- | --- | --- |
| Assignments. | Percent. | SLOs |
| Participation | 260 | All SLOs |
| Quizzes. | 150 | All SLOs |
| Reflection Papers | 200 | 4, 5, 6, 7, 8 |
| My Leadership Development Plan | 500 | 2, 3, 4, |
| Mid-term Examination. | 150 | 1, 2, 3, 7, 8 |
| Final Examination | 150 | 4, 5, 6, 9, 10 |
| Total. | 1,410 |  |

Participation and discussion, 260 points

Class participation is expected. Starting Week 2, the class will meet on Tuesday from 12:00 pm to 1:15 pm via Zoom. Please come and be prepared. Evaluation of participation will be based on engagement in classroom activities. You are allowed to miss two class meetings—one from Week 2 to 8, and one from Weeks 10 to 16.

Quizzes, 150 points

Both scheduled/pop and in-class/online quizzes will be given in class. Scheduled quizzes will be announced. No make up quiz will be given.

Reflection paper, 200 points

There will be five reflection papers. Each one is 50 points. You are allowed to drop one lowest grade paper. Details will be given in class.

Mid-term (150 points) and Final Examinations (150 points)

My Leadership Development Plan, 400 points

A personal leadership plan is one of the best tools to help you to plan for your career development. Your plan may include, but not limited, your career vision, your personal SWOT analysis, assessment of your leadership style and skills, connections between career plan and leadership development, and more.

The Personal Leadership Development Plan should include the following items

Part 1: Your career objectives (80 points, due 9/6)

1. What do you see yourself in five years after graduation, e.g., professional level or income?
2. What do you see yourself in ten years after graduation, e.g., professional level or income? Where will you be living? What will you be doing?
3. Detailed resume
4. A sample cover letter for applying a job position

Part 2: Personal and Professional Assessment (due date will be announced in class)

1. Soft Skills Analysis (40 points)
2. Emotional Intelligence Analysis(40 points)
3. Strengths and Weaknesses Analysis(40 points)
4. Ohio T-P Leadership Style Analysis(40 points)
5. Opportunities and Threats Analysis(40 points)
6. Authentic Leader Analysis(40 points)
7. Time Management Strategy(40 points)
8. Self-Branding Strategy(40 points)

Part 3: Action Plan (100 points)

1. What education, training (including internship) or work experience would you take to prepare yourself to meet your career goals in 5 and 10 years?
2. Based on the Personal and Professional Assessment, what are five areas (knowledge, skills, and or attitudes) that you need to develop or would like to improve or enhance in the next three years?

Here are examples of web sites for How to Create a Personal Leadership Development Plan

<https://online.hbs.edu/blog/post/leadership-development-plan>

<https://www.criminalwatchdog.com/resources/skill-development/how-to-create-a-personal-leadership-development-plan/>

<https://www.northeastern.edu/bachelors-completion/news/personal-leadership-development-plan/>

<https://eml.usc.edu/blog/leadership-development-plan>

## Grading Policy

Semester letter grade will be determined by the following table.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Percentage** | | **Point Range** | | **Letter Grade.** |
| From | To | From | To |  |
| 96 | 100 | 1,354 | 1,410 | A plus. |
| 93 | 95 | 1,311 | 1,340 | A. |
| 90 | 92 | 1,269 | 1,297 | A minus. |
| 86 | 89 | 1,213 | 1,255 | B plus. |
| 83 | 85 | 1,170 | 1,199 | B. |
| 80 | 82 | 1,128 | 1,156 | B minus. |
| 76 | 79 | 1,072 | 1,114 | C plus. |
| 73 | 75 | 1,029 | 1,058 | C. |
| 70 | 72 | 987 | 1,015 | C minus. |
| 66 | 69 | 931 | 973 | D plus. |
| 63 | 65 | 888 | 917 | D. |
| 60 | 62 | 846 | 874 | D minus. |

## Classroom Protocol

Students are expected to attend class regularly, arrive promptly, have completed the required readings for the session before coming to class, and participate thoughtfully in all in-class activities. Cell phones must be turned off and stowed at all times. Lecture notes and/or PowerPoint slides are available on Canvas. Class materials should be downloaded from the course website and brought to class either as a hard copy or on your laptop.

## University Policies

Per [University Policy S16-9](http://www.sjsu.edu/senate/docs/S16-9.pdf) *(http://www.sjsu.edu/senate/docs/S16-9.pdf)*, relevant university policy concerning all courses, such as student responsibilities, academic integrity, accommodations, dropping and adding, consent for recording of class, etc. and available student services (e.g. learning assistance, counseling, and other resources) are listed on [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) (http://www.sjsu.edu/gup/syllabusinfo), which is hosted by the Office of Undergraduate Education. Make sure to visit this page to review and be aware of these university policies and resources.

# Department of Hospitality, Tourism and Event Management

# HSPM 121 Hospitality Leadership and Management (Section 1, 43521)

# Fall 2020 Tentative Schedule

# The instructor reserves the right to revise this tentative schedule with fair advanced notice 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.

| **Week** | **Class meeting Date** | **Topics,** | **Assignments** |
| --- | --- | --- | --- |
| 1 | 8/20/2020 | Course Introduction | Personal Leadership Development Plan (PLDP)  Career Objectives |
| 2 | 8/25/2020 | The manager’s roles  What is management?  Ray Kroc and McDonald’s success model |  |
| 3 | 9/1/2020 | What are soft skills?  Google research: Top 10 soft skills you need | PLDP: Soft Skills Analysis |
| 4 | 9/8/2020 | Emotional intelligence | PLDP: Emotional Intelligence Analysis |
| 5 | 9/15/2020 | What is leadership?  The leader’s roles  Difference between management and leadership. | PLDP: Strengths and Weaknesses Analysis |
| 6 | 9/22/2020 | How to become a leader?  Group dynamics |  |
| 7 | 9/29/2020 | Behavioral approach of leadership | PLDP: Ohio T-P leadership Analysis |
| 8 | 10/6/2020 | Transformational and Situational Leadership | PLDP: Opportunities and Threats |
| 9 | 10/13/2020 | Authentic leadership | PLDP: Authentic leadership analysis  Mid-Term examination |
| 10 | 10/20/2020 | Diversity and cross-cultural leadership |  |
| 11 | 10/27/2020 | Ethic and integrity |  |
| 12 | 11/3/2020 | Time management | PLDP: Time Management Plan |
| 13 | 11/10/2020 | Followership |  |
| 14 | 11/17/2020 | Self-branding | PLDP: Self-Branding Analysis |
| 15 | 11/24/2020 | Thanksgiving Week |  |
| 16 | 12/01/2020 | Course review and wrap up  Your leadership development plan due | PLDP: Part 3 |
| Final Exam |  | Venue and Time will be announced. |  |