

San José State University
Department of Hospitality, Tourism and Event Management
HSPM 175, Entrepreneurship in Hospitality, Section 80, fall 20

Course and Contact Information

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| Instructor: | Faranak Memarzadeh |
| Email: | Faranak.memarzadeh@sjsu.edu |
| Office Hours: | By email arrangement for Zoom appointment |
| Class Days/Time: | Online Course |
| Prerequisites: | HSPM 001, HSPM 065, BUS1 020 or BUS1 020N. |

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

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

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

Course Requirements and Assignments

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

Students will be involved in a real case business plan development assignment. Each team will participate to develop a detailed business plan throughout the semester and the results will be submitted as a business plan proposal.

Double-space, 20 to 25 pages soft copy of the word document should be submitted by the due date.

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

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

More detail about the group project is provided on canvas.

b) Group Discussion Topics (10%)

Eight discussion topics were designed from different chapters. The keyword for each topic is provided on the syllabus under the course schedule as well as the canvas assignments section. There are group discussions, which each student should provide his/her own opinion and analyze one group member's discussion. **Since these assignments require other group members' participation, please do not postpone your submission to the last minute by giving them enough time to respond.**

c) Case Studies (10%)

During the semester several case studies will be assigned. Case studies should be submitted on Canvas **before the deadline.**

d) You be the VC Assignments (10%)

“You be the VC” assignments should be submitted on Canvas **before 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-blank 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 | CLOs |
|-----------------------------|-------------|---------------|
| Group Project | 40% | CLOs: 2,4,5,7 |
| Group Discussion Topics | 10% | CLOs: 1,3,6 |
| Case Studies | 10% | CLOs: 1,7,8,9 |
| “You be the VC” assignments | 10% | CLOs: 2,3,6 |
| Exam 1 | 10% | CLOs: 1,2,3,4 |
| Exam 2 | 10% | CLOs: 4,5,6 |
| Exam 3 | 10% | CLOs: 7,8,9 |
| 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-ups will be given for missed assignments unless the student has an acceptable excuse. Students should contact the instructor 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 80, fall 20, Course Schedule

Note: Schedule is subject to change

| Week | Date | Topics, Readings, Assignments | Chapter |
|------|-------------|--|---------|
| 1 | 8/19 - 8/23 | -Introduction to Entrepreneurship - You Be The VC - 1.1 - Discussion 1: Introduction to group members | 1 |
| 2 | 8/24 - 8/30 | - Recognizing Opportunities and Generating Ideas - Case Study 1 (CH.2 - Case 2.1) - Discussion 2: what are you planning to do for the final project? | 2 |
| 3 | 8/31 - 9/6 | - Feasibility Analysis - Case Study 2 (CH.3 - Case 3.1) - Discussion 3: prepare a concept statement of your Project | 3 |
| 4 | 9/7 - 9/13 | - Developing an Effective Business Model - Case Study 3 (CH.4 - Case 4.2) - You Be The VC – 4.2 - Discussion 4: what are the general categories of your business model | 4 |
| 5 | 9/14 - 9/20 | - Industry and Competitor Analysis - Case Study 4 (CH.5 - Case 5.1) - You Be The VC – 5.1 - Discussion 5: what are the five competitive forces | 5 |

| Week | Date | Topics, Readings, Assignments | Chapter |
|------|---------------|--|---------------|
| | | model for your business idea - EXAM 1 (Ch. 1 - 5) | |
| 6 | 9/21 - 9/27 | - Writing a Business Plan - Case Study 5 (CH.6 - Case 6.1) - You Be The VC – 6.2 | 6 |
| 7 | 9/28 - 10/4 | - Preparing a Proper Ethical and Legal Foundation - Case Study 6 (CH.7 - Case 7.1) | 7 |
| 8 | 10/5 -10/11 | - Assessing a New Venture’s Financial Strength & Viability - Case Study 7 (CH.8- Case 8.1) - You Be The VC - 8.1 - Discussion 6: what is the form of your business | 8 |
| 9 | 10/12 - 10/18 | - Building a New-Venture Team - You Be The VC - 9.1 - Discussion 7: what are the separate elements of your venture team? | 9 |
| 10 | 10/19 - 10/25 | - Getting Funding or Financing - Case Study 8 (CH.10 - Case 10.2) - You Be The VC – 10.2 - EXAM 2 (Ch. 6 - 10) | 10 |
| 11 | 10/26 - 11/1 | -Unique Marketing Issues - You Be The VC – 11.2 - Discussion 8: what are the process of selecting your target market and positioning strategy for your business | 11 |
| 12 | 11/2 - 11/8 | - The Importance of Intellectual Property - Case Study 9 (CH.12 -Case 12.1) | 12 |
| 13 | 11/9 - 11/15 | -Preparing for and Evaluating the Challenges of Growth - You Be The VC - 13.1 | 13 |
| 14 | 11/16 - 11/24 | - Strategies for Firm Growth - Franchising - Case Study 10 (CH.14 -Case 14.1) | 14 & 15 |
| 15 | 11/30 - 12/6 | - Finalizing Business Plan Project | N.A. |
| 16 | 12/7 | Business Plan Submission (Soft copy on canvas) | N.A. |
| 17 | 12/9 – 12/11 | - Exam 3 (Ch. 11- 15) | N.A. |