# San José State University

# Department of Hospitality, Tourism, & Event Management

# HSPM 177 Hospitality Service Management

**Section 1, Fall 2020**

## Contact Information

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| Instructor: | Dr. Jooyeon Ha |
| Office Location: | MH 510A |
| Telephone (Office): | 408-924-2100 |
| Email:  Office Hours: | [jooyeon.ha@sjsu.edu](mailto:jooyeon.ha@sjsu.edu)  T/Th 10am – 11am |
| Prerequisites: | Senior Standing - HSPM 1, 11, 65, 102, 130 |

## Course Format

This course is completely online with NO designated day/time meeting pattern. Students will study at their own pace and turn in assignments by the designated due dates. Please see the course schedule for the assignments and due dates.

## Canvas and MYSJSU Messaging

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on Canvas. You are responsible for regularly checking with the messaging system through Canvas or SJSU email to learn any updates.

## Course Description

Develop skills in setting formal service standards and procedures to deliver customer experience and evaluate service quality for hospitality businesses. Topics include service experience design, psychological/social characteristics of customer satisfaction, service delivery processes, consumer/server encounters, service quality, and service recovery.

### Course Learning Outcomes (CLO)

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

CLO 1: Define service quality and customer satisfaction in the hospitality field.

CLO 2: Use quantitative and qualitative tools for assessing service quality in the hospitality field.

CLO 3: Explain hospitality leaders’ roles in defining, developing, and maintaining their service

CLO 4: Communicate and present the findings of a service improvement plan.

CLO 5: Apply the knowledge and tools learned in this course to an actual hospitality business.

CLO 6: Develop the innovative service strategies to enhance customer experiences

**Required Reading**

Disney Institute. (2001). Be Our Guest. Perfecting the art of customer service. New York, NY: Disney Edition.

**Recommended Readings**

1. Bagdan, P. J. (2013). Guest Service in the Hospitality Industry. New Jersey: John Wiley & Sons.

e-text is available: <http://www.wiley.com/>

2. Ford, R.C., Sturman, M.C., Heaton, C.P. (2012). Managing quality service in hospitality. Clifton Park: Delmar Cengage Learning.

3. Fitzsimmons, J. A., Fitzsimmons, M. J., Bordoloi, S. K. (2014). Service management: Operations, strategy, information technology. New York, NY: McGraw-Hill Irwin

**Other readings**

Available on Canvas

**Library Liaison**

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

## Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. *More details can be found from* [*University Syllabus Policy S16-9*](http://www.sjsu.edu/senate/docs/S16-9.pdf) *at http://www.sjsu.edu/senate/docs/S16-9.pdf.*

* Work should be completed and turned in by the dates specified in the syllabus. **Students are responsible for making sure all assignments and exams are turned in on time (Follow the Modules on Canvas).** Unless otherwise stated, all deadlines are at **11:59 PM Pacific Time on the designated day.**
* ***You have one week to complete each week’s assignments. Therefore, the late submissions via email will not be accepted. Do not email the late assignments after deadlines.*** Feedback for assignments will be posted within a week after the due date.

***Activities/Discussions***

* You will be required to do class activities or answer discussion questions as we move from one topic to another.
* **In order to receive full credit for discussions, students need to answer the discussion questions (at least 150 words for each discussion question: 7 points) and post one reply to other students’ posts (at least 100 words: 3 points).** **If you just say ‘Good job’ or ‘I agree’ to response another student’s posting, you cannot get credit.** You must post your responses by 11:59pm on each designated date.

***Quizzes***

Each student needs to take quizzes by 11:59pm on the designated dates. Due dates are specified on the course schedule. **No make-up** quiz will be given.

***Mid-term and Final Examinations***

Exams will test your knowledge and understanding of material covered in class and in your readings. Each exam will consist of any combination of multiple choice, true/false, fill in the blank, short answer, and essay questions. **Dates for exams are set and students are responsible for planning to take exams on the dates specified on the course schedule.**

***Reading Assignments***

Read the assigned book/articles and write the reflection paper. Due dates are specified on the course schedule. **No late submissions are allowed.**

***Group Project: Redesign Hospitality Services for the Post COVID-19 Era***

Each group will choose one hospitality sector and conduct research to suggest how to redesign hospitality services for the post COVID-19 era. An **in-depth project guideline** will be posted on Canvas.

**Grading Information**

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| --- | --- | --- |
| Assignments. | Points. | CLOs. |
| 1. Self-introduction | 5 pts |  |
| 1. Activities/Discussions | 70 pts (10 pts each) | All CLOs |
| 1. Quizzes | 60 pts (5 pts each) | All CLOs |
| 1. Midterm exam | 50 pts | All CLOs |
| 1. Final exam | 50 pts | All CLOs |
| 1. Reading Assignments | 50 pts (10 pts each) | All CLOs |
| 1. Group project | 130 pts | CLOs 2, 4, 5, 6 |
| Total | 415 pts |  |

## Determination of Grades

|  |  |  |
| --- | --- | --- |
| A plus = 100-97% | A = 96-93% | A minus = 92-90% |
| B plus = 89-87% | B = 86-83% | B minus = 82-80% |
| C plus = 79-77% | C = 76-73% | C minus = 72-70% |
| D plus = 69-67% | D = 66-63% | D minus = 62-60% |
| F = 59-0% Unsatisfactory |  |  |

**\*\* Do not ask any extra work opportunities to boost your GPA at the end of the semester.** Everyone has equal opportunities.

**Communication**

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| Email is the official mode of communication for this course. In addition, any changes in class schedules, assignments, and other information will be announced through Canvas or SJSU email. Students are responsible for checking their SJSU email and Canvas regularly. Having no access to your email is NOT an appropriate excuse for missing any class work. |

## University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs’ [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>”

**HSPM 177 Hospitality Service Management**

**Tentative Course 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 revisions will be announced through email and Canvas.

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| --- | --- |
| **Topic** | **Assignments (Due on or before this date)** |
| **WEEK 1: 8/19 – 8/23** | |
| Syllabus (Available on Canvas) | *Read the course syllabus carefully!!* |
| Course introduction | * Self-introduction on Canvas (8/23) |
| **WEEK 2: 8/24 – 8/30** | |
| Basics of Guest Service | * Quiz 1 (8/30) * Activity/Discussion1 (8/30) * Find group members (8/30) |
| **WEEK 3: 8/31 – 9/6** | |
| Defining Guest Service  Nature of Service | * Quiz 2 (9/6) * Activity/Discussion 2 (9/6) |
| **WEEK 4: 9/7 – 9/13** | |
| Problem Solving for Guest Service | * Quiz 3 (9/13) * Activity/Discussion 3 (9/13) * Group Contract (9/13) |
| **WEEK 5: 9/14 – 9/20** | |
| Research and Tools | * Quiz 4 (9/20) * Reading assignment 1 (9/20) |
| **WEEK 6: 9/21 – 9/27** | |
| Service Quality | * Quiz 5 (9/27) * Activity/Discussion 4 (9/27) |
| **WEEK 7: 9/28 – 10/4** | |
| Quality & Process Improvement | * Quiz 6 (10/4) * Reading assignment 2 (10/4) |
| Customer loyalty |
| **WEEK 8: 10/5 – 10/11** | |
| Service Development/Innovation | * Quiz 7 (10/11) * Reading assignment 3 (10/11) |
| Technology in Services |
| **WEEK 9: 10/12 – 10/18** | |
| **Midterm Exam**  **Study guide available on Canvas** | * **Midterm Exam is available from 8am on October 12 (Monday) to 11:59pm on October 18 (Sunday).** |
| **WEEK 10: 10/19 – 10/25** | |
| Guest Service of Food | * Quiz 8 (10/25) * Activity/Discussion 5 (10/25) |
| Guest Service of Lodging |
| **WEEK 11: 10/26 – 11/1** | |
| Guest Service of Events | * Quiz 9 (11/1) * Reading assignment 4 (11/1) |
| Guest Service of Travel & Tourism/Casino |
| **WEEK 12: 11/2 – 11/8** | |
| Service Facility & Location | * Quiz 10 (11/8) * Activity/Discussion 6 (11/8) |
| **WEEK 13: 11/9 – 11/15** | |
| Managing Service Operations | * Quiz 11 (11/15) * Reading assignment 5 (11/15) |
| **WEEK 14: 11/16 – 11/22** | |
| Developing a Staff | * Quiz 12 (11/22) * Activity/Discussion 7 (11/22) |
| Marketing and establishing an image for service |
| **WEEK 15: November 23 - 29: Happy Thanksgiving!! No assignments!** | |
| **WEEK 16: 11/30 – 12/6** | |
| Group Project Presentations:  Redesign Hospitality Services for Post COVID-19 Era | * Group assignments   + Project paper (12/6)   + Project presentation video (12/6) * Individual assignments   + Project presentation evaluation (12/8)   + Peer evaluation (12/8) |
| **Final Exam: 12/9 – 12/13** | |
| **Final Exam**  **(Study guide available on Canvas)** | **Final exam is available from 8am on December 9 (Wednesday) to 11:59pm on December 13 (Sunday).** |