# San José State University Department of Hospitality, Tourism, & Event Management HSPM 180 Individual Studies

**Section 80, Fall 2020**

## Contact Information

|  |  |
| --- | --- |
| Instructor: | Dr. Jooyeon Ha |
| Office Location: | MH 510A |
| Telephone (Office): | 408-924-2100 |
| Email: | jooyeon.ha@sjsu.edu |
| Office hours:  Prerequisites: | T/Th 10am – 11am  Hospitality, Tourism, & Event Management Majors and Minors only |

## Course Description:

Investigation of special problems, including research project and/or field experience.

### Course Learning Outcomes (CLO)

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

1. Demonstrate customer service ability.
2. Demonstrate professionalism.
3. Utilize knowledge and skill specialized in the hospitality industry.
4. Demonstrate enthusiasm for the hospitality profession.

## Required Texts/Readings

There is **no required textbook** for this course. Students are expected to locate and access the resources necessary to meet the course requirements.

**SJSU Career Center**

<http://www.sjsu.edu/careercenter/>

**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

Students have three options to meet course requirements. Please read these three options carefully and choose one. **You have to indicate your option on the course Canvas by 11:59pm on August 19. Go to Course Canvas --- Modules --- Assignments --- Options (All)**

**[Option 1]** For students who choose to learn from their work experiences and can complete 200 hours during the fall semester

**1. Work (200 hours): Work has to be hospitality or customer service related.**

* + Fill out the **Job Description Form** and submit it on Canvas **(Due: September 8)**. The form is available on Canvas.
  + Once you complete 200 hours, you have to turn in **Timesheets** with your direct supervisor’s signature to prove you completed 200 hours. I will confirm with your supervisor at the end of the semester. The monthly timesheet form is available on Canvas. Please combine all monthly timesheets and turn in as one file **(Due: December 15**).

**2. Final reflection paper**: The guideline is available on Canvas **(Due: December 15).**

**[Option 2]** For students who choose to learn from their work experiences but **cannot** complete 200 hours during the fall semester

1. **Work (At least 170 hours)**: **Work has to be hospitality or customer service related.**
   * Fill out the **Job Description Form** and submit it on Canvas **(Due: September 8)**. The form is available on Canvas.
   * At the end of the semester, you have to turn in **Timesheets** with your direct supervisor’s signature to prove your work hours. I will confirm with your supervisor. The monthly timesheet is available on Canvas. Please combine all monthly timesheets and turn in as one file **(Due: December 15**).
2. **Final reflection paper**: The guideline is available on Canvas. **(Due: December 15).**
3. **Online Professional Training Course (Maximum 30 hours)**: If you cannot complete 200 hours, you have to take online professional training courses to meet required hours --- For example, if you completed only 170 hours of work, you have to complete 30 hours of online training courses.

* Please see Appendix for the list of recommended training courses. You have to submit the list of courses you took and evidence to prove you completed courses **(Due: December 15)**. You can find how to prove you completed courses in Appendix.
* **Note**: **If your work hours are less than 170 hours this semester**, you can continue to work after the semester. In this case, you will get ‘Incomplete’ grade this semester. Once you complete the required work hours, I will change your grade next semester. If you think you cannot continue to work after this semester, I will give you additional assignments. You have to let me know your situation as soon as possible before the semester ends.

**\* If you choose Option 1 or Option 2:**

**1) You have to register the work site in SJS4 before you start working. The SJS4 guideline is available on Canvas.**

**2) Please read the ‘HTEM Student Release and Assumption of Risk Form’ carefully, and if you consent, please submit the signed form by 11:59pm on August 19. Your work hours will not count until you submit the form. If you don’t consent, you need to choose Option 3.**

**[Option 3]** Forstudents who choose to do their own individual study

1. **30 hours of online professional training courses**: Please see Appendix for the list of recommended training courses. You have to submit the list of courses you took and evidence to prove you completed courses **(Due: December 15)**. You can find how to prove you completed courses in an Appendix.
2. **Career Portfolio Video (Due: December 15)**: Develop your career portfolio video using PowerPoint or other visual-aid software. Please make it visually appealing. The portfolio could include the following items:
   * Profile
     + Name
     + Academic Background
     + Career goals
   * Work experience: Jobs/Internships
   * Memberships or Extracurricular Activities
   * Volunteering/community service
   * Skills & Languages
   * Awards & Honors
   * Licenses or Certificates

If some items are not applicable to you, you don’t have to include them. Also, you can add other items you would like to include.

1. **SWOT Analysis Case Study**

* Conduct a SWOT Analysis on one hospitality company in which you are interested. SWOT stands for **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats. A SWOT Analysis is a technique for assessing those four aspects of a company and for developing strategies for success in the industry. You can find more information about SWOT Analysis at <https://www.mindtools.com/pages/article/newTMC_05.htm>
  + Find information about the company through its website, related articles, magazines, books, etc. You may be able to find company reports from SJSU online library resources. If needed, please contact our library liaison, Carli Lowe at [carli.lowe@sjsu.edu](mailto:carli.lowe@sjsu.edu) to ask how to find company reports from SJSU online library resources.
  + Contents: The final paper should include the following contents. Please submit each draft by the due date.
    - **[Draft 1]** Introduction of the company (no more than 3 pages) – **Due on September 30**
    - **[Draft 2]** SWOT analysis: You need to identify at least four examples from each aspect of SWOT analysis: Strengths, Weaknesses, Opportunities, and Threats. Provide detailed explanations of each example based on your research. – **Due on October 31**
    - **[Draft 3]** Suggestions – **Due on November 30**
      * + How to use their strengths to have more opportunities?
        + How to overcome their weaknesses?
        + How to use their strengths and opportunities to overcome threats? Especially, how to overcome the COVID-19 situation?
    - References
    - Combine all contents (including references) and submit the **Final Paper by December 15**.
  + Format:
* References used must be cited and listed using the appropriate APA format. For quick reference, I suggest <https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_style_introduction.html>
* The final paper should be at least **10 pages** long, maximum 15 pages. **(excluding pictures and references)**
* Everything should be word-processed, double-spaced, Times New Roman font 12 with 1” margins (max for top, bottom, left, and right).
* **Remember that plagiarism is a serious offense and will result in failing the course.**

## Grading Information

Credit (CR) or No Credit (NC)

\*\* **Note**: If your performance does not meet the requirements described above, you will get ‘Incomplete’ or ‘NC’ grade depending on your performance. Please read the requirements carefully! \*\*

## 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/>”

**Appendix**

**Recommended Online Professional Training Courses for HSPM 180**

Students can choose one or more professional training courses from the following list and claim online training hours to meet the required hours. Students may take training courses not listed in the Appendix, but those training courses should be approved by the instructor prior to taking them and you have to prove the completion of courses.

**1.** [**AHLEI free training courses**](https://www.ahlei.org/free-training/?utm_medium=email&utm_source=marketo&utm_campaign=2020_freetraining&mkt_tok=eyJpIjoiWldFNE56Sm1NakkwWXpCaCIsInQiOiJmNGg5cVpGNWJ3ZFE4R2JER0J6TGcweGxwVlZxSWJuVnlPeUlkSHNQSEdUaUpYQzVXMW5SVmV4d3QrSTl2XC9abjIzelwvXC9)

* ***Supervisory Skill Builders***

9 Courses | Total 18 Hours

Suitable for: Entry-level hospitality employee, hospitality supervisor

* ***Hospitality Management: Leadership***

1 Course | 3 Hours

Suitable for: Entry-level hospitality employee, hospitality supervisor, hospitality manager, general manager

Q: How can I prove that I completed the courses?

A: You have to get certificates of completion.

* **Supervisory Skill Builders:** Certificate of completion is available via the LMS once the 9 course quizzes are passed.
* **Hospitality Manager: Leadership:** Certificate of completion is available via the LMS once 8 quizzes are passed.

**2. STR Online Training**

* Certificate of Hotel Industry Analysis (CHIA) | Total 16 Hours
* Please contact STR Share Center for materials at [sharecenter@str.com](mailto:sharecenter@str.com)
* You may pay for the exam and certificate.

Q: How can I prove that I completed the CHIA training course?

A: You have to take the exam and get a certificate.

**3. LinkedIn Learning Courses**

You need to log in with your SJSU account to access courses.

* Career Preparation
* [Creating a Career Plan](https://www.linkedin.com/learning/creating-a-career-plan?u=2071660) (1 hour)
* [Managing Your Career: Early Career](https://www.linkedin.com/learning/managing-your-career-early-career?u=2071660) (1 hour)
* [Administrative Professional Tips](https://www.linkedin.com/learning/administrative-professional-tips?u=2071660) (3 hours)
* [What to Do in the First 90 Days of Your New Job](https://www.linkedin.com/learning/what-to-do-in-the-first-90-days-of-your-new-job?u=2071660) (1 hour)
* [Writing a Resume](https://www.linkedin.com/learning/writing-a-resume/welcome?u=2071660) (3 hours)
* [Resume Makeover](https://www.linkedin.com/learning/resume-makeover?u=2071660) (2 hours)
* [Expert Tips for Answering Common Interview Questions](https://www.linkedin.com/learning/expert-tips-for-answering-common-interview-questions/salary-negotiation-approach-and-tips?u=2071660) (1.5 hours)
* [Job Hunting for College Grads](https://www.linkedin.com/learning/job-hunting-for-college-grads/welcome?u=2071660) (1 hour)
* [Rock Your LinkedIn Profile](https://www.linkedin.com/learning/rock-your-linkedin-profile?u=2071660) (1 hour)
* Skills Builder
* [Excel training courses](https://www.linkedin.com/learning/search?keywords=excel%20training&u=2071660)
* [MS Word training courses](https://www.linkedin.com/learning/search?keywords=word%20training&u=2071660)

Q: How can I prove that I completed learning courses?

A: You have to complete the courses and get certificates.

**4.** [**MPI Meeting & Event Resources**](https://academy.mpiweb.org/mpi/pages/coronavirus?_ga=2.219987737.1890358773.1590719279-372731229.1590719279) **(Recommended for MPI members)**

* Webinars | 1 Hours Each
* Suitable for: event professionals
* MPI members can access on-demand content for free.

Q: How can I prove that I participated in webinars?

A: You have to write a short reflection paper (Minimum 300 words) for each webinar.