

San José State University
Department of Hospitality, Tourism and Event Management
HSPM 184, Sec. 80, Directed Reading, 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 1, HSPM 65, Bus 20 or 20N, HSPM Major only

Course Description

Directed Reading or 300 hours of supervised professional broad-based work experience in the hospitality management industry.

Course Learning Outcomes (CLO)

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

1. Exhibit proficiency.
2. Demonstrate customer service capability.
3. Evaluate the challenges of growth in the hospitality industry.
4. Describe the issues in the service industry.

Required Texts/Readings

Textbook

There is no required textbook for this course. This is the students' responsibility to access all the necessary resources, which require meeting the course objectives.

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>.

Grading Information

Credit (CR) or No Credit (NC)

Determination of Grades

This is a credit/no-credit course. The student will receive credit upon completing the required documents, reports, and 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.

Available Options to Fulfill the Course Requirements

Students have Three Options to choose from:

..... Option One (Internship)

Students can still work and may use working hours to fulfill course requirements. As mentioned previously, the summer working hours will count. The working hours should be limited to hospitality related work experience. If students choose to use working hours to fulfill course requirements, **HTEM Department will not assume any risk or liability**. Students need to complete the following steps:

- 1) Register the internship site on SJS4
- 2) Submit the signed “HTEM Student Release & Assumption of Risk Form”. A copy of this form can be found on Canvas under **Option One Module**.
- 3) The official **confirmation of 300 hours** fulfillment from supervisor or manager (at the end of the semester or whenever the 300 hours have been completed).
- 4) Final reflection report: at the end of the internship, students need to submit **five pages, double space** report of their evaluation of the internship experience. They may conduct a SWOT analysis of the internship site. Based on personal experience, students provide recommendations on how that particular business could be improved and become more effective. Students are encouraged to report the impact of COVID-19 on their internship site/business and their own experience in this regard.

International Students Only:

International students with an F-1 Visa are authorized to work in the United States to complete these internships under Curricular Practical Training (CPT) and approval from the International Student and Scholar Services (ISSS) located at Clark Hall, Room 543.

International students need to apply for CPT before working for an internship. Once the CPT Form is approved, ISSS will assist you in securing authorization to work in the United States. Only off-campus work experience in the U.S requires CPT authorization. Working on-campus during the semester for up to 20 hours per week **does not** require CPT authorization. Working on-campus during the semester greater than 20 hours per week **requires** CPT authorization. Working outside the United States do not require employment authorization.

If you hope to stay in the U. S. for Optional Practical Training (OPT) after graduation, it is important to know that hospitality employers especially value international students who have U.S. work experience. Therefore, we strongly recommend that both internships be completed in the United States. However, we recognize that this may be difficult to accomplish. Therefore, we request that at least one of your internships to be completed in the United States so that you can relate and understand the principles and concepts taught in your classes that are preparing you for your degree in the Department of Hospitality Management at San Jose State University.

Please remember that you **CANNOT work off-campus in the United States unless you have approval for CPT or OPT from the ISSS**. They have final approval over all off-campus work; however, we will help you begin the process.

Please contact the International Programs and Services to discuss your situation, or if you have additional questions regarding CPT, OPT, etc.

Click [here](#) for the Curricular Practical Training (CPT) application,
http://www.sjsu.edu/isa/employment/curricular_practical_training/index.html.

Click [here](#) for the Optional Practical Training (OPT) application,
http://www.sjsu.edu/isa/employment/optional_practical_training/.

..... Option Two (Combination of Some Internship Hours and Some Training Courses)

If students could not fulfill 300 hours, they may take the training courses recommended in the APPENDIX-1. **(Students cannot use training courses if they are planning to take them for HSPM 180).**

The criteria for the combination of working experience and training courses are as follow:

- a) **250 + (more than 250) hours** of working experience **PLUS** any training courses which cover 40+ hours.
- b) **200 + (more than 200) hours** of working experience **PLUS** any training courses which cover 70+ hours.
- c) **Between 150 to 200 hours** of working experience **PLUS** any training courses which cover 50+ hours **PLUS Two pages-long** of reflection report of the working experience.
- d) **Between 100 to 150 hours** of working experience **PLUS** any training courses which cover 100+ hours **PLUS Three pages-log** of reflection report.
- e) **Between 50 to 100 hours** of working experience **PLUS** any training courses which cover 100+ horse **PLUS Five page-long** of reflection report.

To report the internship hours students need to complete the following steps knowing that the **HTEM Department will not assume any risk or liability.**

- 1) Register the internship site on SJS4
- 2) Submit the signed “**HTEM Student Release & Assumption of Risk Form**”. A copy of this form can be found on Canvas under **Option Two Module**.
- 3) The official confirmation of total internship hours from supervisor or manager.
- 4) Final reflection report: at the end of the internship, students need to submit a double space report of their evaluation of the internship experience. They may conduct a SWOT analysis of the internship site. Based on personal experience, students provide recommendations on how that particular business could be improved and become more effective. Students are encouraged to report the impact of COVID-19 on their internship site/business and their own experience in this regard. **The number of pages of the final report can be found from the above steps (a to e).**

..... Option Three (Independent Study Project)

Students may choose to work on an independent study that will be assigned by the instructor. For this study, students can choose any topic from the following options to conduct a comprehensive study.

- 1) **The Best Eco-Friendly Hotel Apps:** For this project, students need to evaluate and compare the hotel Apps’ function, pros and cons, and strengths and weaknesses.
 - 2) **The Future of The Hospitality Industry after COVID-19:** Even though the virus is a relatively new concept, enormous studies, and articles have been written on this topic which makes it easy to reach adequate research resources for this study.
 - 3) **Hospitality Technology Trends:** For this topic, students may research to discuss the trend and the future of the hospitality industry. They may discuss the positive and negative impact of the technology and suggest solutions that may help industry managers to address these issues.
- The final project needs to be submitted in the professional research paper format and should be **20 pages, double space and all the references included.** (The format of reference is optional, APA, Chicago, Harvard, etc.)

- Through the course of an independent study, it is the student's responsibility to communicate with the instructor and document the time spent on the independent study. Activities that constitute time spent on an independent study include, but are not limited to: reading, conducting research, and completing written reports.
- Students should stay in touch with the instructor to discuss and evaluate the progress of the research. Such discussions may include modifications in design or trend of the project from the original.
- Students may refer to journal articles, reliable websites, books, and any other academic resources to complete their projects. Although online resources can be utilized, however, it cannot be used as the only source of the reference.
- Projects will be evaluated based on the quality of the work, outline, references, novelty of the paper, creativity, professional writing, etc. Find the rubric in **APPENDIX-2**.

APPENDIX-1: The List of Recommended Online Professional Training Programs

Students can choose one or more professional training courses from the following list and claim online training hours, to meet the requirement of internship hours.

... Students can not use training courses if they are planning to take them for HSPM 180 ...

1. [AHLEI free training courses](#) (Total 42 Hours)

- **Supervisory Skill Builders:**
 - 9 Courses | Total 18 Hours (Suitable for Entry-level hospitality employee, the hospitality supervisor)
- **Hospitality Management, Leadership:**
 - 1 Course | 3 Hours (Suitable for Entry-level hospitality employee, hospitality supervisor, hospitality manager, general manager)
- **CHA Online Review:**
 - 7 Review Modules and Quizzes | 3 Hours Each | Total 21 Hours (Suitable for Hospitality supervisor, hospitality manager, general manager)

2. [MPI Meeting & Event Resource](#) (Total 20 Hours)

- 20 Free Webinars | 1 Hour Each
- Suitable for: event professionals

3. STR Online Training (Total 32 Hours)

- Please contact STR Share Center for materials at sharecenter@str.com
 - Certificate of Hotel Industry Analysis | Total 16 Hours
 - Certification in Advanced Hospitality and Tourism Analytics | Total 16 Hours

4. [Cvent Student Certifications](#) (Total 10 hours)

- Free student certification valid for 2 years
- Suitable for: students in the event and hospitality industries

5. [HFTP Webinar Classroom](#) (Total 50 hours)

- HFTP student membership required
- Over 50+ webinar archives and more upcoming sessions (1 hour each)

6. [Amadeus Hospitality Training](#) (Total 20 Hours)

7. **LinkedIn Learning** (Log-in with SJSU account to access to these courses)

○ **Career Preparation:**

- [Creating a Career Plan](#) (1 hour)
- [Managing Your Career: Early Career](#) (1 hour)
- [Administrative Professional Tips](#) (3 hours)
- [What to Do in the First 90 Days of Your New Job](#) (1 hour)
- [Writing a Resume](#) (2.5 hours)
- [Resume Makeover](#) (2 hours)
- [Rock Your LinkedIn Profile](#) (1 hour)

○ **Leadership/Management:**

- Leading during Times of Changes (1h 24 m)
- Managing Team Conflict (1h 10m)
- Having Difficulty Conversations
- Working with Difficult People

○ **Business Analytics:**

- Customer Insights and Consumer Analytics for Organizations: Concepts
- Data Analytics for Business Professionals

○ **Skills Builder**

- [Excel training courses](#)
- [MS Word training courses](#)

APPENDIX-2: Research Projects Evaluation and Grading Criteria

Criteria	100%	75%	50%	20%	0 %
The novelty of the idea					
Appropriate interpretation of the topic					
To what degree has the student demonstrated the high quality of professional research?					
Sentence fluency					
Use of sources and documentation					
Overall project organization					
Thoughtfully analyzes and evaluates major alternative points of view.					
Accurate information and evidence and Integrated effectively					
Clarity of the arguments					