# San José State University Department of Hospitality, Tourism, & Event Management HSPM 065 Professional Seminar in Hospitality 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: | Hospitality, Tourism, & Event Management Majors and Minors only |

## 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:

## This course is designed specifically for students who have declared a major in the Hospitality, Tourism and Event Management degree. The topics selected will facilitate the student's entry into the academic program and the profession of hospitality management.

### Course Learning Outcomes (CLO)

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

CLO#1: describe the requirements and expectations of the hospitality, tourism and event management degree.

CLO#2: demonstrate competence in using technology to facilitate learning experience.

CLO#3: demonstrate competence using learning resources on the SJSU campus: including use of the Library, the Academic Success Center, the Learning Assistance Resource Center, the Writing Center, and the Peer Mentor Center.

CLO#4: collect information about current trends, and career development opportunities in the hospitality industry.

CLO#5: formulate strategies for preparing for career development.

CLO#6: describe the importance of customer service.

**Required textbook**

No required textbook

**Recommended Readings**

1. Coplin, B. (2012). 10 Things employers want you to learn in college, revised edition Berkeley, CA: Ten Speed Press. (ISBN: 978-1-60774-145-9)

2. Feaver, P., Wasiolek, S. and Crossman, A. (2012). Getting the BEST out of college, Revised and updated edition. Berkeley, CA: Ten Speed Press. (ISBN: 978-1-60774-144-2)

**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

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. *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*](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 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.

**Assignments**

* **Self-introduction**: Introduce yourself and write what you see yourself in five years on Canvas. Read other students’ postings and reply to at least one peer’s posting.
* **Video reflection paper**: Students will watch three commencement address videos uploaded on the course Canvas and write the reflection paper on the three things learned from the videos.
* **Advising questions**
* **Quiz - Academic integrity**
* **Research three companies and cite references**: **Research three companies**that you are interested in and**write the paper explaining why you would like to work for those companies.** I encourage you to use the library resources and databases to search information about the companies. You have to cite**at least three references with the correct APA format.**
* **Develop Resume & Cover letter**
* **Make your LinkedIn Profile**
* **Emotional Intelligence:** Test your emotional intelligence and submit the result. The test link is available on Canvas.
* **Business etiquette assignment**
* **MS Excel & Word exercises**
* **Career survey:** Survey link is available on Canvas.
* **Individual paper:** Write about how you would prepare yourself for your career in the post COVID-19 era.

## Grading information

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| --- | --- |
| Assignments. | Points. |
| 1. Self-introduction | 10 points |
| 1. Video reflection paper | 20 points |
| 1. Advising question | 10 points |
| 1. Quiz – Academic integrity | 10 points |
| 1. Research three companies and cite the references | 30 points |
| 1. Develop Resume & Cover letter | 100 points |
| 1. Make your LinkedIn Profile | 10 points |
| 1. Emotional intelligence | 10 points |
| 1. Business etiquette assignment | 10 points |
| 1. MS Excel exercise | 20 points |
| 1. MS Word exercise | 20 points |
| 1. Career survey | 10 points |
| 1. Individual paper | 20 points |
| **Total** | **280 points** |

**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/>”

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# Fall 2020

# Tentative Couse 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** | |
| Getting the best out of college  Learn about Dept. of HTEM  Meet Faculty & HFTP officers | * Video reflection paper (8/30) |
| **WEEK 3: 8/31 – 9/6** | |
| HTEM Curriculum and Requirements   * HTEM website * HTEM Student advising * Scholarship information * Facebook page | * Advising questions (9/6) |
| **WEEK 4: 9/7 – 9/13** | |
| Academic integrity | * Quiz - Academic integrity (9/13) |
| **WEEK 5: 9/14 – 9/20** | |
| Introduction to the MLK Library resources | * Research three companies that you would like to work for and cite sources. (9/20) |
| **WEEK 6: 9/21 – 9/27** | |
| Career development 1:  Career center’s website resources, Handshake  Finding jobs  Resume/Cover letter | * Prepare your resume and cover letter |
| **WEEK 7: 9/28 – 10/4** | |
| Career development 2:  LinkedIn Learning:   * Writing a resume * Writing a cover letter   Interview | * Resume & Cover letter (10/4) |
| **WEEK 8: 10/5 – 10/11** | |
| Career development 3:  LinkedIn Learning:   * Make your LinkedIn profile | * Make your LinkedIn Profile and share (10/11) |
| **WEEK 9: 10/12 – 10/18** | |
| Develop your people skills  Emotional intelligence | * Emotional intelligence (10/18) |
| **WEEK 10: 10/19 – 10/25** | |
| Business etiquette | * Business etiquette assignment (10/25) |
| **WEEK 11: 10/26 – 11/1** | |
| Learning tool: MS Excel 1 | * Excel assignment (11/1) |
| **WEEK 12: 11/2 – 11/8** | |
| Learning tool: MS Excel 2 | * Excel assignment (11/8) |
| **WEEK 13: 11/9 – 11/15** | |
| Learning tool: MS Word | * Word assignment (11/15) |
| **WEEK 14: 11/16 – 11/22** | |
| Hospitality careers and industry resources | * Career Survey (11/22) |
| **WEEK 15: November 23 - 29: Happy Thanksgiving!! No assignments!** | |
| **WEEK 16: 11/30 – 12/6** | |
| Hospitality service after COVID-19 | * Individual paper (12/6) |