

**San José State University**  
**Department of Hospitality, Tourism and Event Management**  
**HSPM 1 – Introduction to Hospitality Management**

**Section 1**

**Spring 2020**

**Contact Information**

**Instructor:** Laura Shroder

**Office Location:** MH 437

**Telephone:** 408-924-2100

**Email:** Laura.Shroder@sjsu.edu

**Office Hours:** Tues 10:30am-11:15am (and by appointment)

**Class Days/Time:** 9am-10:15am

**Classroom:** SH 120.

**Course Format: Face to Face Course**

All assigned readings, lectures, assignments, and assessments are available on Canvas. The deadlines on the syllabus and Canvas syllabus pages are the final word on all deadlines. You may finish course requirements early according to your own academic schedule but you may not complete any components late.

**Computer Skills Required:**

You should read the SJSU eCampus Canvas introduction and help web pages, <http://www.sjsu.edu/at/ec/canvas/>. If you are new to Canvas, you may find valuable resources at [http://www.sjsu.edu/at/ec/canvas/student\\_resources/index.html](http://www.sjsu.edu/at/ec/canvas/student_resources/index.html). You should be able to use a web browser to surf the Canvas pages, which serve as the primary medium for the course. In addition to a web browser, there are a few other programs or plug-in required. Please read Canvas Technical Requirements, <https://guides.instructure.com/m/4214/l/82542-what-are-the-basic-computer-specifications-for-canvas>.

## **CANVAS Helpful Links**

How do I login to CANVAS?

Canvas login URL: <https://sjsu.instructure.com>

Username: SJSU 9-digit ID

Password: SJSUOne Password

Please note that you are required to change the password for every 180 days.

## **Questions and Help Information about CANVAS**

SJSU eCampus Student Help Webpage: <http://www.sjsu.edu/at/ec/canvas/index.html>.

## **Course Description**

Overview of structure and financial performances of hospitality industry; food and lodging, resorts, tourism enterprises, attractions and related operations. Focus on orientation to customer service, cultural/economic trends and career opportunities.

## **Course Learning Outcomes (CLO)**

The aim of this course is to help students understand, gain knowledge, and develop an appreciation of the multifaceted elements of hospitality management by exploring all aspects of the hospitality, tourism and event management industries including: hotels and lodging; food-service and restaurants; travel and tourism; transportation; meetings, conventions and expositions; leisure and recreation; and, special events. While the focus is on basic hospitality and management principles, this course also reflects the impact of current social, economic, technological, and political factors on operations in the field. Further, students are offered information on the array of careers available in the various segments of the hospitality industry.

Students will be introduced to elements of the hospitality industry through reading, lecture, discussion, and Internet research and study. Upon successful completion of this course, students will be able to:

CLO #1: Describe the relationship of human/social need for hospitality services.

CLO #2: Define the goals of various hospitality elements and related products and services.

CLO #3: Describe the service relationship in terms of psychological needs and social-psychological experiences.

CLO #4: Define the basic role of business in the field of hospitality.

CLO #5: Identify major challenges to the hospitality industry.

CLO #6: Describe opportunities for entry and advancement in the hospitality field.

CLO #7: Identify key qualities, philosophies, or experiences associated with success in the field.

## Required Texts/Readings

### Textbook

Walker, J. R. (2017). Introduction to Hospitality, 7th ed. Boston, MA: Pearson. ISBN: 978-0-13-376276-1.

The 6<sup>th</sup> edition is OK to use, if you keep up with the updated materials.

I have put a copy of the textbook in the Library on Course Reserves. You can find it by searching HSPM 1 as course name. You may check out it for two hours and it is for library use only.

### Library Liaison

Carli Lowe, Reference and Instruction Librarian, Liaison for Hospitality, Tourism & Event Management, Dr. Martin Luther King Jr. Library, San Jose State University, Office location: #4046, Phone: 408-808-2422, 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](#) at <http://www.sjsu.edu/senate/docs/S16-9.pdf>.*

- 1) Professionalism:** The quality of your future career depends on the degree of professionalism that you exhibit. It is expected that students conduct themselves in a mature and professional manner in each class session. Professionalism includes attendance at every class session, constructive participation in course activities, timely completion of assignments, the manner in which you act, courtesy towards classmates, etc. Please do not hold side conversations when others are speaking and do not read unrelated materials, such as newspapers, in class. Technology is a great thing; however, please turn off laptop computers while in class.

Student's final grades will depend on the degree of professionalism that you demonstrate in this course. If you consistently act in an unprofessional manner your final grade will be reduced.

It is considered an honor code violation to consult any material (e.g. class notes and homework solutions) from past sections of this class. It will similarly be considered an honor code violation to share class materials with future students.

- 2) **Electronic Device Policy:** Laptops, phones, tablets, and other electronic devices must be **TURNED OFF** during class time or the student will be asked to leave the class. Any student asked to leave, will lose his/her participation points for that day. There might be specific days during the semester when the instructor allows the use of electronic devices; however, these days will be announced in advance.

## LATE WORK POLICY

Assignment Deadlines. All assignments are due **by the indicated due date on Canvas**

All due dates are firm. **LATE WORK WILL NOT BE ACCEPTED.**

## PARTICIPATION POLICY

**Course Participation:** Not surprisingly, research has identified that participation directly correlates with student grades. Simply stated, students with more participation earn higher grades. Thus, participation points are a significant part of your grade. Class will involve questions and discussions and you must be in class to participate.

If you expect an extended period of legitimate absences, please discuss it with the instructor prior to your absence. Legitimate absences include university functions, religious holidays, and serious illness. Please note, an excused absence is allowed when you are on an approved university function, religious holiday, or if you are physically unable to attend class due to illness. In order for an illness to qualify for an unexcused absence, you must provide an excuse letter from a medical provider stating that you were unable to attend class due to your illness. Simply going to the doctor to be seen and sent home does not qualify. Flat tires, car breakdowns, late buses, oversleeping, or other personal issues will not be accepted as legitimate excuses. **Please note that 3 days of tardiness will result in one day of participation points. Tardiness is defined as anything later than the scheduled start time of class. If you are later than 15 minutes after start time, you will not be able to earn the full participation points for the day.**

<b>Area</b>	<b># This Semester</b>	<b>Points Per</b>	<b>Total Points</b>
Participation Points	29	5	145
Assignments	5	20	100
Quizzes	14	10	140
Exams	2	150	300
Final Project	1	50	50
<b>Total</b>			<b>735</b>

**Quizzes: (All CLOs)**

Each chapter comes with a quiz which has 10 questions worth 10 points and the time limit is 13 minutes. You should study the required readings before taking the quiz. Totally, there are fourteen chapter quizzes available on Canvas.

It is the student's responsibility to take the quizzes during the assigned time. You have to **complete** the quiz by the deadline. No extension or makeup quiz will be given.

**Mid-term and Final Examinations (all CLOs):**

A midterm examination (150 points) and a final examination (150 points) are given to assess your ability to absorb the information covered in the class. Examinations could include true and false, multiple choice, short definitions, matching, and mini-essays. Don't let your reading stack up until the last week before the examination. It will show. Study continuously!

**Final Project (all CLOs):**

Students will select a location (anywhere in the world) and develop an itinerary that includes multiple components of the hospitality industry. Students will choose a location, flight, lodging, restaurants, and tourism activities (all activities should be priced out). Students will also answer if the location has casinos, sustainable tourism practices, visa requirements, currency, official language, and a convention center. Students will create a poster presentation to be shared with other students. In addition, a written itinerary with pricing and explanation for each selection will be submitted for a grade.

**Grading Policy**

Percentage		Letter Grade.
From	To	
96	100	A plus.

93	95	A.
90	92	A minus.
86	89	B plus.
83	85	B.
80	82	B minus.
76	79	C plus.
73	75	C.
70	72	C minus.
66	69	D plus.
63	65	D.
60	62	D minus.

## **COURSE POLICIES**

Policies outlined in the University Catalog shall be enforced as defined. Further, instructor policies identified in this syllabus shall be the governing structure for this course and shall be enforced as defined. Plagiarism and cheating on examinations will be penalized to the fullest extent of University regulations. Students are encouraged to take the plagiarism tutorial offered by the King Library, found at the website <http://tutorials.slibrary.org/plagiarism/index.htm>. Please read the SJSU Academic Integrity Policy S04-12 at the website <http://www2.sjsu.edu/senate/S04-12.pdf>.

### **Announcements**

The instructor will use Canvas announcement to make course-related announcements. In Canvas, you may set up an e-mail address where Canvas will forward all announcements to your e-mail account. It is the student's responsibility to read Canvas messages and e-mails regularly. Due to the current computer virus threats, please type your name and course number in the **SUBJECT** field when sending an e-mail to the instructor. The instructor will not read any unidentifiable e-mail.

### **Late Assignment Submissions:**

This course has set due dates for all assignments, assessments, and discussions. All submissions are due at the assigned time on the date assigned, which means you must complete the assignment prior to the deadline. Any assignment received even one second after the deadline or later will be considered late. The CANVAS clock is the final word on the time "stamp" on assignments, assessments, and discussions.

## 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/>

## Fall 2019 Course Schedule

The instructor reserves the right to revise this tentative schedule in order to enhance the achievement of learning objectives. It is the student's responsibility to be aware of all readings, discussions, quizzes/exam, assignments/project, and changes in course requirements.

<b>Week 1</b> <b>1/21</b>	Syllabus/Introduction		
<b>Week 2</b> <b>1/28</b>	<b>Chapter 1:</b> Introducing Hospitality <b>Chapter 2:</b> The Hotel Business		
<b>Week 3</b> <b>2/4</b>	<b>Chapter 2:</b> The Hotel Business <b>Chapter 3:</b> Rooms Division Operations	Quiz 1	Assignment 1
<b>Week 4</b> <b>2/11</b>	<b>Chapter 3:</b> Rooms Division Operations	Quiz 2	<b>Guest Speaker:</b> <b>Hotel Operations</b> <b>Michael Lerman</b>
<b>Week 5</b> <b>2/18</b>	<b>Chapter 4:</b> Food and Beverage Operations	Assignment 2 Quiz 3	
<b>Week 6</b> <b>2/25</b>	<b>Chapter 5:</b> Beverages <b>Chapter 6:</b> Restaurant Business	Quiz 4	
<b>Week 7</b> <b>3/3</b>	<b>Chapter 6:</b> Restaurant Business	Quiz 5 Quiz 6	<b>Guest Speaker:</b> <b>Food Service/ Own</b> <b>Business</b> <b>Jessica (Campbell</b> <b>Coffee House)</b>
<b>Week 8</b> <b>3/10</b>	<b>Chapter 7:</b> Restaurant Operations	<b>Exam</b>	<b>CSU Hospitality</b> <b>Career Expo (SFSU)</b>
<b>Week 9</b> <b>3/17</b>	<b>Chapter 8:</b> Managed Services	Quiz 7 Assignment 3	
<b>Week 10</b> <b>3/24</b>	<b>Chapter 9:</b> Tourism <b>Chapter 10:</b> Recreation, Attractions and Clubs	Quiz 8 Quiz 9	<b>Guest Speaker:</b> <b>Tourism- Kelly Carr,</b> <b>GM- Santa Clara</b> <b>Convention Center</b>
<b>Week 11</b> <b>3/31</b>	<b>Break</b>		
<b>Week 12</b> <b>4/7</b>	<b>Chapter 11:</b> Gaming Entertainment	Quiz 10	

<b>Week 13</b> <b>4/14</b>	<b>Chapter 12:</b> Meetings, Conventions, Expositions	Assignment 4  Quiz 11  <b>Guest Speaker: Gaming: The Venetian, The Palazzo, Sands Expo: Jennifer Long, Executive Director of National Marketing</b>	
<b>Week 14</b> <b>4/21</b>	<b>Chapter 13:</b> Special Events	Quiz 12	Guest Speaker: Events Barbara Beck & Diana Einfalt, Nestledown
<b>Week 15</b> <b>4/28</b>	<b>Chapter 13:</b> Special Events <b>Chapter 14:</b> Leadership and Management	Assignment 5  Quiz 13	
<b>Week 16</b> <b>5/5</b>	<b>Presentations</b>	Quiz 14 Presentations Work Day	<b>Final Presentations Due</b>
<b>Week 17</b> <b>5/12</b>	<b>Finals Week</b>	<b>May 19th: 7:15am-9:30am</b>	