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

Section 80 (25956)

Spring 2020

Contact Information

Instructor:	Dr. Pi-Shin Wey
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Email:	pi-shin.wey@sjsu.edu. Canvas Conversation or E-mail are preferred communication methods. When sending an e-mail to me, please include your name and course number (HSPM1) in the subject field. I will return your e-mail in two business days.
Office Hours:	
Class Days/Time:	This is a fully online course delivered via Canvas.
Classroom:	Cyberspace.

Course Format: Online Course

HSPM 1, Section 80, is a fully online course conducted via Canvas. 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 the components late. **Online courses require you to be self-driven and accountable for meeting course deadlines.**

Computer Skills Required:

If this is your first online course I recommend that you 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.
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.

To take an online course, it is your responsibility to maintain your computer and related equipment in order to participate in the online portion of the course.

System Requirements:

You may "attend" the on-line class lessons from anywhere you have access to a computer equipped with a reliable Internet connection. Canvas also has a mobile app. You can download it to your mobile devices. If you are operating on a system with a "Firewall" or other security systems, those security systems might interrupt your participation or ability to download and open files. Please contact the University Help Desk for help, http://www.sjsu.edu/ecampus/students/Technical_Support/.

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 6th 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.

Other Readings

> Disney Institute & Kinni, T. (2011). Be Our Guest, Perfecting the Art of Customer Service. Revised and Updated Edition. New York, NY: Disney Edition. (ISBN: 978-1423145844) (Disney)

Library Liaison

Carli Lowe, University Archivist, Liaison for Hospitality, Tourism and Event Management, Dr. Martin Luther King Jr. Library, San Jose State University, Phone: 408-808-2046, E-mail: 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.*

Assignments	Points	%	CLOs
Syllabus Quiz	34	2%	
Self-Introduction	40	3%	
Chapter Quizzes (11), 40 points each	440	32%	All CLOs.
RQ Quiz	167	12%	All CLOs.
Discussion Boards (4), 40 points each.	160	12%	All CLOs.
My Hospitality Enterprise Portfolio (3), 60 points each.	180	13%	5, 6, 7.
Mid-term Examination.	150	11%	All CLOs.
Final Examination.	200	15%	All CLOs.
Total Points.	1,371		

Quizzes: (All CLOs)

Each week comes with a quiz which has 20 questions worth 40 points and the time limit is 25 minutes. You should study the required readings before taking the quiz. Totally, there are thirteen chapter quizzes available on Canvas. You are allowed to drop two quiz scores—one lowest score from Week 2 to 8 (i.e., Chapter 1 to 7), and one lowest score from Weeks 10 to 16 (i.e., Chapters 8 to 13).

It is the student's responsibility to take the quizzes during the assigned time. You have to **complete** the quiz by the deadline (**Sunday night at 11:59 pm**). No extension or makeup quiz will be given.

Review Quizzes (RQ_Quiz) (All CLOs)

These RQ_Quizzes are inserted in weekly modules. The purpose is to give students a quick review of chapter materials.

It is the student's responsibility to take the quizzes during the assigned time. You have to **complete** the quiz by the deadline (**Sunday night at 11:59 pm**). No extension or makeup quiz will be given.

Discussion Boards: (All CLOs)

Students are required to join the discussion board during the assigned time. There are Six discussion boards in total (Weeks 1, 3, 5, 7, 10, and 14). Each discussion board is 40 points, which consists of 20 points for the main post message and 10 points for each response to other's posting. You are allowed to drop the lowest discussion board grade out of Weeks 3, 5, 7, 10 and 14.

Please read HSPM 1 Discussion Board Policy carefully, available in the module of "WK01 Class Information" on Canvas.

Main Post

The main post is the first and longest post by yourself to the weekly discussion board. You have to complete the main post in order to read other classmates' posts. For each discussion board, you are required to post one main post about the topic by Thursday night at 11:59 pm (20 points). However, if you miss the deadline, you still can post the main post until Sunday at 11:59 pm with late penalty. Late penalty is 2 points (10% of the grade) for each late day. The discussion board is a week long assignment and due on Sunday. No late work is acceptable after 11:59 pm on Sunday. Length of the main post is at least 150 words.

Response to classmates' posts

You should reply to at least two other classmates' posts for each weekly topic by Sunday night at 11:59 pm (10 points for each response). The length of responses is at least 100 words. The two responses have to be separated by 12 hours. It is the student's responsibility to post and respond to the discussion board during the assigned time. No late response post is acceptable. You have to **complete** the assignment by the due time.

Main post	Critical thinking and quality	Outstanding 15	Meet Expectation 14 - 12	Acceptable 11 - 10	Need Improvement 9 - 5	Unacceptable or No post 0	15
	Length, 150 words, and stylistics	Meet expectation 3	Need improvement, Short by 10% 0		Unacceptable, short by 20% -3		3
	Timeliness, due Thursday at 11:59 pm	On time 2	Late by 1 day 0		Late by 2 to 3 days -2		2
Response #1	Critical thinking and quality	Meet Expectation 7		Acceptable 6 - 5	Need Improvement 4 - 3	Unacceptable or No post 0	7
	Length, 100 words, and stylistics	Meet expectation 2	Need improvement, Short by 10% 0		Unacceptable, short by 20% -2		2

Response #2	Critical thinking and quality	Meet Expectation 7		Acceptable 6 - 5	Need Improvement 4 - 3	Unacceptable or No post 0	7
	Length, 100 words, and stylistics	Meet expectation 2	Need improvement, Short by 10% 1		Unacceptable, short by 20% 0		2
2 responses should be separated by 12 hours		Meet expectation, 2		Did not separate by 12 hours, 0			2

Dream Big Dream: My Hospitality Enterprise Portfolio: (CLOs 5, 6, 7)

What hospitality business would you like to own/operate in the future? Start your big dream now.

For this assignment, think about the hospitality businesses that you would like to own or operate in 10 years. Your portfolio will include three parts including a hotel, a restaurant, and another hospitality business of your choice. Each part is 60 points.

Portfolio P1-Hotel/Lodging   Due March 1 at 11:59 pm.
Portfolio P2-Restaurant   Due April 12 at 11:59 pm.
Portfolio P3-Open topic (*other than hotel and restaurant*)   Due May 3 at 11:59 pm.

For each part, you should write an essay of 800 words including the concept, locations, the setup, competitors, the target customers, special features, etc. Be creative!!! You should include at least three pictures of similar businesses to demonstrate your concept and idea. You should reference all of the materials used including the sources of the pictures used.

The dropbox will keep open for 7 days after the due date. However, late penalty is heavy, -3 points for 3 days late, and -9 points for 4 to 7 days late.

Evaluation: Word limit of each part is 800 words. Your write up should reflect related information in the textbook and demonstrate web research.

Criteria	Outstanding (A)	Very good/ above average (B)	Acceptable (C)	Need Improvement (D)	Unacceptable or No submission	Points
Contents--concept, location, set up, customers, services, etc.	34 - 31	30 - 27	26 - 22	21 - 1	0	34
Organization	6	5 - 4	3	2 - 1	0	6
Integration of textbook information and web research	6	5 - 4	3	2 - 1	0	6
Creativity-- futuristic	6	5 - 4	3	2 - 1	0	6
Overall, including word count (800 words), references, pictures, file name and format	6	5 - 4	3	2 - 1	0	6
Timeliness: No paper will be accepted if late more than a week.	On-time, 2 pts	Late by 3 days, -3 pts		Late 4 to 7 days, -7 pts		2

Mid-term and Final Examinations (all CLOs):

A midterm examination (150 points) and a final examination (200 points) are given to assess your ability to absorb the information covered in the class. Examinations will 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!

Extra Credit:

I may offer extra credit. Please pay attention to the announcement.

Grading Policy

Semester letter grade will be determined by the following table.

HSPM 1 Points and Letter Grade

Percentage		Point Range		Letter Grade.
From	To	From	To	
96	100	1,351	1,407	A plus.
93	95	1,309	1,337	A.
90	92	1,266	1,294	A minus.
86	89	1,210	1,252	B plus.
83	85	1,168	1,196	B.
80	82	1,126	1,154	B minus.
76	79	1,069	1,112	C plus.
73	75	1,027	1,055	C.
70	72	985	1,013	C minus.
66	69	929	971	D plus.
63	65	886	915	D.
60	62	844	872	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.sjlibrary.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 online course has set due dates for all assignments, assessments, and discussions. All submissions are due at 11:59 pm on the date assigned, which means you have to complete the assignment by 11:59 pm. 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 at http://www.sjsu.edu/gup/syllabusinfo/"

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Spring 2020 Course Schedule

The instructor reserves the right to revise this tentative schedule in order to enhance the achievement of learning objectives. Any revision will be announced via CANVAS and e-mail. It is the student's responsibility to be aware of all readings, discussions, quizzes/exams, assignments/projects, and changes in course requirements.

Week.	Date.	Topics, Readings.	Assignments (points). All assignments are due Sunday at 11:59 pm.
1.	January 23 to January 26.	HSPM 1 Course Introduction.	HSPM1_Syllabus_Quiz (34). WK01 Discussion Board--*Self-Introduction* (40).
2.	January 27 to February 2.	Ch 1. Introducing Hospitality.	HSPM1_Ch01_Quiz (40).
3.	February 3 to February 9.	Ch 2. The Hotel Business.	HSPM1_Ch02_Quiz (40). WK03 Discussion Board (40).
4.	February 10 to February 16.	Ch 3. Rooms Division Operations.	HSPM1_Ch03_Quiz, 40 points.
5.	February 17 to February 23.	Ch 4. Food and Beverage Operations (Hotel).	HSPM1_Ch04_Quiz, 40 points. WK05 Discussion Board (40).
6.	February 24 to March 1.	Ch 5. Beverages.	HSPM1_Ch05_Quiz, 40 points **My Hospitality Enterprise Portfolio P1 -Hotel (60).**
7.	March 2 to March 8.	Ch 6. Restaurant Business.	HSPM1_Ch06_Quiz, 40 points WK07 Discussion Board (40).
8.	March 9 to March 15.	Ch 7. Restaurant Management.	HSPM1_Ch07_Quiz, 40 points.
9.	March 16 to March 22.	**Mid-term Examination.**	**Mid-term Examination, 150 points.**
10.	March 23 to March 29.	Ch 8. Managed Services.	HSPM1_Ch08_Quiz, 40 points. WK10 Discussion Board (40).
11.	March 30 to April 5.	Spring Recess.	
12.	April 6 to April 12.	Ch 9. Tourism.	HSPM1_Ch09_Quiz, 40 points. **My Hospitality Enterprise Portfolio P2 -Restaurant (60).**
13.	April 13 to April 19.	Ch 10. Recreation, Attractions and Clubs.	HSPM1_Ch010_Quiz, 40 points.

Week.	Date.	Topics, Readings.	Assignments (points). All assignments are due Sunday at 11:59 pm.
14.	April 20 to April 26.	Ch 11. Gaming Entertainment.	HSPM1_Ch11_Quiz, 40 point. WK14 Discussion Board (40).
15.	April 27 to May 3.	Ch 12. Meetings, Conventions, Expositions.	HSPM1_Ch12_Quiz, 40 points. **My Hospitality Enterprise Portfolio P3 -Open Topic (60).**
16.	May 4 to May 10.	Ch 13. Special Events.	HSPM1_Ch13_Quiz, 40 points.
	May 11 to May 12.	Course Review/ Study Day.	
	May 13 to May 19.	**Final Examination** will be released on May 13 and due on May 19 at 11:59 pm.	**Final Examination, 200 points.**