

San José State University
Department of Hospitality, Tourism and Event Management
HSPM 102, Hotel & Lodging Operations, Section 80, spring 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 001, HSPM 065 or instructor consent

Course Format

This course adopts an online delivery format. Internet connectivity and computer are required to complete course activities and/or submit assignments.

Course Description

Principles of organization, management and decision models applied to the tasks and challenges of hotel operations. Involves techniques of problem-solving (including planning, organizing, staffing, directing and controlling operations) in areas of front office operations, housekeeping, food/beverage, and personnel. Prerequisites: HSPM 001, HSPM 065 or instructor consent. HSPM Majors and Minors only. Co-requisite: HSPM 001.

Course Learning Outcomes (CLO)

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

1. Describe the history and trends of the hotel industry;
2. Classify the major hotel markets;
3. Comprehend the structure of the hotel industry;
4. Describe the managerial functions of hotel managers;
5. Describe the functions of each department in a hotel;
6. Examine the sales and marketing activities;
7. Make revenue management decisions;
8. Evaluate operational results.

9. Practice some of the fundamental skills in the hotel business.

Required Textbook /Reading

Textbook

Hayes, D., Ninemeier, J., & Miller, A. (2012). *Foundations of Lodging Management*: 2nd. Edition: Pearson. ISBN: 9780132560894.

Other equipment / material requirements

Computer and Internet access.

Library Liaison

Carli Lowe, Reference and Instruction Librarian, Liaison for Hospitality, Tourism & Event Management, Martin Luther King Jr. Library, San Jose State University, Phone: 408-808-2343, E-mail: carli.lowe@sjsu.edu
Helpful electronic resource: URL: <https://libguides.sjsu.edu/hospitality>

Here is a brief list of some the Internet resources you may find useful for your research:

[Hotel World Network](http://www.hotelmanagement.net/) at <http://www.hotelmanagement.net/>

[Hotel Business](http://www.hotelbusiness.com/main.php) at <http://www.hotelbusiness.com/main.php>

[Hospitality Net](http://www.hospitalitynet.org/index.html) at <http://www.hospitalitynet.org/index.html>

[Hotel News Now](http://www.hotelnewsnow.com/) at <http://www.hotelnewsnow.com/>

[Smith Travel Research](http://www.str.com/) at <http://www.str.com/>

[PriceWaterhouseCoopers](http://www.pwc.com/us/en/index.jhtml) at <http://www.pwc.com/us/en/index.jhtml>

[PKF Consulting](http://www.cbre.us/services/valuationadvisory/pkf-consulting/Pages/hospitality-consulting.aspx) at <http://www.cbre.us/services/valuationadvisory/pkf-consulting/Pages/hospitality-consulting.aspx>

[Hotel Marketing](http://hotelmarketing.com/) at <http://hotelmarketing.com/>

Course Requirements and Assignments

a) Current Events & Questions (10% of total score)

To receive maximum benefit from this course, *students are expected to participate in all group discussions. Please be on time to submit your assignments.* For these assignments, students need to read hospitality related news from reliable sources (such as the websites, which introduced above), and:

- 1) Write *a minimum of one paragraph* about the news of their choice **(4 points)**.
- 2) *Develop one question* from their selected news for group members **(2 points)**.
- 3) *Respond to one group member's question* **(3 points)**.
- 4) *Provide the source* where they got the news from (include the appropriate reference or link) **(1 point)**.

Evaluation for these assignments will be based on students' interaction with their group members and group discussions.

b) Essay Associated with each Chapter from Textbook (10% of total score)

During the semester several essays will be assigned from the textbook. Students must submit each essay as an individual assignment (***this is not a group assignment***). The essay assignment should be submitted on Canvas ***before the deadline***. ***Each question in the essay should be analyzed/answered at least in one paragraph.***

c) Critical Thinking Assignments (CTA) (10% of total score)

Students are assigned to several analytical assignments from different resources. After conducting a comprehensive search from different resources, students need to submit their evaluation, understanding, perception or opinion on the given topic ***in a minimum of two comprehensive paragraphs.***

The criteria for evaluating these assignments will be based on:

- 1) Addressing the main point of the assignment
- 2) Providing a relevant answer.
- 3) Offering advice in a logical order

d) Shadowing Session (25% of total score)

Students will be spending half a day on the scheduled Friday(s) at the pre-arranged hotel property to shadow the hotel management team, hotel departments and back of the house duties. Each group will be scheduled in advance and **all group members have to attend on the assigned date/ time**. Exact time and detailed arrangements can be found on Canvas and will be announced via email also.

After shadowing completed, each group needs to submit ***five pages report*** of group experience and observation. Here are some criteria about shadowing report:

- Each group should submit the shadowing report **within 1 WEEK after the shadowing date.**
- The **content of the report will be 5 pages** (including the pictures and references).
- Each group needs to add a few pictures to their report, which will be taken during the site visit.
- On the cover page, groups will have the **name of the site (hotel), group members' name and last name.**
- Each group needs to choose a leader to submit a soft copy of the report on canvas on behalf of the group members.

e) Hotel Group Project (30% of total score)

The purpose of this assignment is to identify the structure of the hotel industry. Each group is responsible to choose an individual hotel, brand, or chain and analyze the hotel business.

For this project each group needs to collect data for the associated hotel/brand for the following areas:

- General information about the hotel/brand such as history, location, hotel property, SWOT analysis, the structure of the hotel/brand (whether they are an individual hotel, part of a chain hotel, Boutique hotel, B & B, etc.)
- Sale & Marketing
- Operating Strategies
- Human Resource and Staffing
- Housekeeping
- Maintenance Department

- Food and Beverage
- Meeting Services
- Financial and Accounting information (Room rate, ADR, Occupancy Rate, RevPAR, etc.)

Each group needs to conduct comprehensive research utilizing all the available resources such as:

- In-person interview with industry professionals or hotel managers and staff
- Associated articles, books, magazines
- Reliable, professional, and official websites

The soft copy of the final report needs to be submitted on the Canvas before the due date. *The leader of each group is responsible to submit the report; Minimum of 20 pages* report should include:

- Front-page (property and group members` name)
- Double-space report with appropriate citation
- Table of contents and references

The criteria for evaluating group projects will be based on:

- 1) Content and creativity
- 2) The novelty of the project.
- 3) Coherence and professional demonstration of the project (appropriate references, citation, etc.)
- 4) Team works and contribution
- 5) Supporting resources of the project (in-person interview, site visit, phone interview, etc.)
- 6) Peer evaluation of group members (each student will evaluate his/her group members).

It is the student(s) responsibility to stay in touch with group members to decide how they will be working on the group project and splitting the work to get done. If it happened a group member did not collaborate, other group members need to inform the instructor ASAP. Perhaps if a group member receives complaints from other group members, his/her group project score will be much lower than other group members. *Meaning that not everyone in the group will get the same score for the final project.*

f) Exams (5% Each)

There will be *three (3) online examinations*. Exams will be in an objective format and *are not cumulative*. The examinations may consist of multiple-choice, true/false, fill-in-the-blank questions, and will cover class materials, activities, and student observations, when applicable. The exam questions will focus on students` knowledge and intellectual skills by testing their understanding of the covered subjects. The tentative schedule for the exams is as follows:

Exam 1: Chapters 1, 2, 3, 4, 5

Exam 2: Chapters 6, 7, 8, 9, 10

Exam 3: chapters 11, 12, 13, 14

Grading Information

Assignment	Weight	CLOs
Current Events and Questions	10%	CLOs: 3&8
Essay	10%	CLOs: 5&9
Critical Thinking Assignments (CTA)	10%	CLOs: 2,4,6
Hotel Shadowing Session	25%	CLOs: 4,8,9
Hotel Group Project	30%	CLOs: 3,4,9
Exam 1	5%	CLOs: 3,5,8
Exam 2	5%	CLOs: 3,5,8
Exam 3	5%	CLOs: 3,5,8
TOTAL	100%	

Grading Percentage Breakdown

Total Points	Letter Grade
97%-100%	A+
93%-96%	A
90%-92%	A-
87% - 89%	B+
83% - 86%	B
80%-82%	B-
77% - 79%	C+
73% - 76%	C
70%-72%	C-
67% - 69%	D+
63% - 66%	D
60%-62%	D-
0-59%	F (Unsatisfactory)

Course Protocol

Late Homework/Exams/Assignments

Late assignments will not be accepted. No make-up will be given for missed assignments unless the student has an acceptable excuse. Students should communicate with the instructor if they have any problems with assignments or exams.

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.

HSPM 102, Hotel & Lodging Operations, Section 80, spring 2020, Course Schedule

Note: the schedule is subject to change

Week	Date	Topics, Readings, Assignments	Chapter
1	1/23 – 2/2	Introduction to Lodging Industry <ul style="list-style-type: none">- Essay (Ch. 1)- Current Event & Question #1	CH. 1
2	2/3 – 2/9	Structure of the Lodging Industry <ul style="list-style-type: none">- Essay (Ch. 2)- Current Event & Question #2- CTA.1 (Hotels in the Bay Area)	CH.2
3	2/10 – 2/16	Guest Service <ul style="list-style-type: none">- Essay (Ch. 3)- Current Event & Question #3- CTA.2 (Sustainable Hotels)	CH. 3
4	2/17 – 2/23	Lodging Operations <ul style="list-style-type: none">- Essay (Ch. 4)- Current Event & Question #4- CTA.3 (Airbnb)	CH. 4
5	2/24 – 3/1	Staffing <ul style="list-style-type: none">- Essay (Ch. 5)- Current Event & Question #5- EXAM 1 (Ch. 1 - 5) February 29 – March 1	CH. 5
6	3/2 – 3/8	Front Office-Revenue Management <ul style="list-style-type: none">- Essay (Ch. 6)- Current Event & Question #6- CTA.4 (Innovations in Hotel)	CH.6

Week	Date	Topics, Readings, Assignments	Chapter
7	3/9 – 3/15	Sales and Marketing <ul style="list-style-type: none"> - Essay (Ch. 7) - Current Event & Question #7 - CTA.5 (Top 5 OTAs) 	CH.7
8	3/16 – 3/22	Housekeeping <ul style="list-style-type: none"> - Essay (Ch. 8) - Current Event & Question #8 - CTA.6 (STR Report) 	CH.8
9	3/23 – 3/29	Maintenance <ul style="list-style-type: none"> - Essay (Ch. 9) - Current Event & Question #9 - CTA.7 (Artificial intelligence) 	CH.9
10	3/30 – 4/3	Spring Recess	N.A.
11	4/6 – 4/12	Food & Meeting in Limited Service <ul style="list-style-type: none"> - Essay (Ch. 10) - Current Event & Question #10 - EXAM 2 (Ch. 6 - 10) April 11 – April 12 	CH.10
12	4/13 – 4/19	Food & Beverage in Full-Service Hotels <ul style="list-style-type: none"> - Essay (Ch. 11) - Current Event & Question #11 - CTA.8 (Top 5 B&B hotels in the US) 	CH.11
13	4/20 – 4/26	Hotel Accounting <ul style="list-style-type: none"> - Essay (Ch. 12) 	CH.12
14	4/27 – 5/3	Safety & Security <ul style="list-style-type: none"> - Essay (Ch. 13) 	CH.13
15	5/4 – 5/10	Careers in the Lodging Industry <ul style="list-style-type: none"> - Essay (Ch. 14) 	CH.14
16	5/13 – 5/15	EXAM 3 (Ch. 11-14) May 13 – May 15	N.A.
17	5/17	Due date to submitting the Hotel Projects	N.A.