

San José State University
Department of Hospitality, Tourism and Event Management
HSPM 108 – Hospitality Information Systems

Section 80 (22063)

Spring 2020

Instructor:	Dr. Pi-Shin Wey.
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Email:	pi-shin.vey@sjsu.edu . Canvas Conversation and e-mail are the preferred communication methods. When sending an e-mail to me, please include your name and course number (HSPM108) in the Subject field. I will return your e-mail in two business days.
Office Hours:	Cyberspace.
Class Days/Time:	This is a fully online course delivered via Canvas.
Classroom:	Cyberspace.
Prerequisites:	HSPM 1, HSPM 11, HSPM 102 Upper Division Standing

Course Format: Online Course

HSPM 108-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-motivated, disciplined, 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>.

Helpful Web Resources

Computer History Museum: www.computerhistory.org.

HITEC: www.hitec.org .

Hospitality Technology Magazine: www.htmagazine.com .

Hospitality Financial and Technology Professionals: www.hftp.org .

Hospitality Net: www.hospitalitynet.org .

Course Description:

Focuses on the application of various information systems to the management of facilities, programs, services, finances and accounting, products, marketing and sales, human resources and other major functions of hospitality, recreation, and tourism organizations/agencies.

HSPM 108 is an online course. For each week, there are readings, discussion, quiz and/or assignment. Active weekly participation and time management are critical to your success in this course.

Course Learning Outcomes:

Upon completion of the course, students will be able to:

- CLO 1: Describe the changing role and trends of information technology in the hospitality, tourism and event industries.
- CLO 2: Describe information technology used in the following areas of the hospitality and tourism industry: lodging, food service, casino, and event management.
- CLO 3: Appreciate the value of using the Internet and mobile technology in lodging, food service, casino, and event management.
- CLO 4: Describe and evaluate the planning process and implementation of computer system applications in the various aspects of the hospitality, tourism and event industry to enhance guest services, and improve employee productivity.
- CLO 5: Apply and evaluate the system selection process for at least one aspect of the hospitality and tourism industry.
- CLO 6: Search and use information related to information technology in the hospitality industry.

Required Textbook:

- Nyheim, P. D. (2019). *Technology Strategies for the Hospitality Industry*, 3rd ed. Boston, Massachusetts: Pearson. ISBN: 978-0-13-4484495.
- In addition to the textbook, there are some required readings and case studies related to using information technology in hospitality management. All the readings and cases are available on Canvas. The instructor will use Canvas and e-mail to inform you the readings.

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>.

Grading Policy and Course Requirements:

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	Percent	CLO s	Note
Discussion Board	440	28.9%	All CLOs.	Include Wk01 Self-Introduction.
End of Chapter Quizzes EOC_Quiz	364	23.9%	All CLOs.	Include WK01 Syllabus Quiz.
Review Quizzes RQ_Quiz	221	14.5%	All CLOs	
Term Project	150	9.8%	All CLOs	
Mid-Term Examination	150	9.8%	1, 2, 3.	
Final Examination	200	13.1%	1, 2, 3, 4, 5.	
Total	1,525	100%		

*Extra Credits: Please pay attention to the announcement.

Discussion Boards: (all CLOs)

Students are required to join the discussion board during the assigned time. There are **thirteen discussion boards** in total. Each discussion board is 40 points, which consists of 20 points for the main post message and 20 points for two responses to two classmates' posts. Students are allowed to drop two discussion board scores—one lowest score between weeks 2 to 9, and one lowest score between weeks 10 to 16.

Please read **HSPM 108 Discussion Board Policy** carefully, available in the folder of "Wk01 Class Introduction" 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% 1		Unacceptable, short by 20% No post 0		3
	Timeliness, due Thursday at 11:59 pm	On time 2	Late by 1 day 1		Late by 2 to 3 days No post 0		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% 1		Unacceptable, short by 20% No post 0		2
Response #2	Critical thinking	Meet Expectation		Acceptable	Need Improvement	Unacceptable or No post	7

	and quality	7	6 - 5	4 - 3	0	
	Length, 100 words, and stylistics	Meet expectation 2	Need improvement, Short by 10% 1	Unacceptable, short by 20% No post 0		2
	2 responses should be separated by 12 hours	Meet expectation, 2		The two responses were not separated by 12 hours 0		2

End of Chapter Quizzes (EOC_Quiz): (all CLOs)

Each week comes with an end of chapter quiz that has 15 questions worth 30 points. Totally, there are **thirteen end of chapter quizzes** available on Canvas. Students are allowed to drop two quiz scores—one lowest score between weeks 2 to 7, and one lowest score between weeks 9 to 16.

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

Review Quizzes (RQ_Quiz)

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

Term project (all CLOs)

The purpose of this project is to research the latest hospitality technologies used in hotels, restaurants, and events. You are required to produce a 2-minute video to introduce a tech product assigned to you. A video is “visual multimedia source that combines a sequence of images to form a moving picture” (www.businessdictionary.com). It is also “the recording, reproducing, or broadcasting of moving visual images” made digitally with sound (audio) (www.oxforddictionaries.com).

The topic will be announced on February 17th. Please read detail project descriptions on Canvas. You have to reference the materials used.

Deliverable: You are required to produce a 2-minute video digitally with sound to introduce the product assigned to you.

Deadline: May 3rd, 11:59 pm.

In the Week of **May 4th**, you will respond to two classmates' posts and vote for the best video.

Here are some tech products that we are interested.

- VOIP phone
- VR and AR
- Audio/visual equipment
- POS
- Hotel door lock
- Energy management
- Automated refreshment center, i.e., hotel mini bar
- In-room entertainment
- Enterprise resource planning (ERP)
- Inventory control system
- Kiosks/self-serve
- Digital signage
- RFID
- Automated marketing system
- Casino management
- Security systems, CCTV
- Training
- Robot
- and more...

Mid-Term and Final Exam (CLO1, CLO2, CLO3, CLO4, CLO5):

Mid-Term and Final Examinations will be comprehensive examinations on the materials covered.

Extra Credit:

- Extra Credit Discussion Board--Visit the Computer History Museum in Mountain View (40 points)

Grading Policy

Percentage.		Points.		Letter Grade.
From	To	From	To	
96	100	1,464	1,525	A plus.
93	95	1,418	1,449	A.
90	92	1,373	1,403	A minus.
86	89	1,312	1,357	B plus.
83	85	1,266	1,296	B.
80	82	1,220	1,251	B minus.
76	79	1,159	1,205	C plus.
73	75	1,113	1,144	C.
70	72	1,068	1,098	C minus.
66	69	1,007	1,052	D plus.
63	65	961	991	D.
60	62	915	946	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 11:59:59 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.	<p>Course Introduction.</p> <p>Read Oracle Hotel 2025</p> <p>Subscribe to the Hospitality Upgrade Magazine and Newsletter, https://www.hospitalityupgrade.com Download the Summer 2019 Issue of Hospitality Upgrade</p> <p>Subscribe to the Hospitality Magazine, https://hospitalitytech.com/magazine</p>	<p>WK01 Discussion Board (40) —Self Introduction.</p> <p>Syllabus Quiz (34).</p>
2.	January 27 to February 2.	<p>Why do We Study Information Technology?</p> <p>Chapter 1: Introduction and Competitive Advantage Read Oracle Hotel 2025</p>	<p>Quiz_CH01_Intro (30).</p>
3.	February 3 to February 9.	<p>Foundations of Information Technology.</p> <p>Chapter 2-1: Computing Basics--Hardware.</p>	<p>WK03 Discussion Board (40)</p> <p>Quiz_CH02-1 Hardware (30).</p>

Week	Date.	Topics, Readings,	Assignments (points) All assignments are due Sunday at 11:59 pm.
4.	February 10 to February 16.	Chapter 2-2: Computing Basics—Software. Software and Mobile Apps	WK04 Discussion Board (40) Quiz_CH02-2 Software (30).
5.	February 17 to February 23.	Chapter 2-3: Computing Basics—Networks The project topics will be announced this week.	WK05 Discussion Board (40) Quiz_CH02-3 Networks (30).
6.	February 24 to March 1.	Chapter 8: Databases Facial Recognition Technology Voice Recognition Technology	WK06 Discussion Board (40) Quiz_CH08 Databases (30).
7.	March 2 to March 8.	Information Technology and Strategic Management. Chapter 9: Information to Knowledge Artificial Intelligence (AI)	WK07 Discussion Board (40) Quiz_CH09 Information & Knowledge (30).
8.	March 9 to March 15.	Mid-Term Examination.	Mid-Term Examination, 150 points.
9.	March 16 to March 22.	Information Technology Applications in Hospitality. Chapter 3: E-Commerce and Digital Marketing in Practice Social media	WK09 Discussion Board(40) Quiz_CH03 E-Commerce (30).
10.	March 23 to March 29.	Chapter 4: Restaurant Management Systems POS	WK10 Discussion Board (40) Quiz_CH04 Restaurant technology (30).
11.	March 30 to April 5.	Spring Recess	
12.	April 6 to April 12.	Chapter 5: Hotel and Resort Technology PMS	WK12 Discussion Board (40) Quiz_CH05 Hotel and Resort Technology (30).

Week	Date.	Topics, Readings,	Assignments (points) All assignments are due Sunday at 11:59 pm.
13.	April 13 to April 19.	Chapter 7: Maximizing Revenues Through Global Distribution GDS	WK13 Discussion Board (40) Quiz_CH07 GDS and Channels (30).
14.	April 20 to April 26.	Chapter 6: Technology in Meetings and Events	WK14 Discussion Board (40) Quiz_CH06 (30).
15.	April 27 to May 3.	Chapter 10: VR and AR Applications for the Tourism and Hospitality Industry	Term Project Due (150). WK15 Discussion Board (40) Quiz_CH10 AR & VR (30).
16.	May 4 to May 10.	Information Technology Investment. Chapter 11: Strategic Hospitality Technology Investment.	WK16 Discussion Board (40) —Hospitality Technology Investment. Quiz_CH11 Technology Investment (30).
	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.	