# San José State University
## Department of Hospitality, Tourism, & Event Management
## HSPM 065 Professional Seminar in 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:** | T 3pm – 3:50pm |
| **Classroom:** | Boccardo Business Center 225 |
| **Prerequisites:** | Hospitality, Tourism, & Event Management Majors and Minors only |

**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 Student Success Center, the Learning Assistance Resource Center, the Writing Center, and Peer Connections

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.

**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, Office location: #4046, Phone: 408-808-2422, E-mail: 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 at http://www.sjsu.edu/senate/docs/S16-9.pdf.*

**Late Work Policy**

Assignment Deadlines. Assignments are due **before the beginning of class** on the due date. If you are late to class or turn in assessments late, they will not be accepted. If assignments are expected to be submitted on Canvas, please check the due date/ syllabus. Late submissions will not be accepted.

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

**Participation Policy**

**Course Participation:** Not surprisingly, research has identified that attendance directly correlates with student grades. Simply stated, students with higher participation earn higher grades. 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 equals one day's participation points. Tardiness is defined as anything later then the scheduled start time of class. If you are later than 15 minutes after start time, you will be marked absent.**

**Volunteer service**

Students are required to volunteer for at least 10 hours for a local non-profit organization. A reflection paper of 500 words is due in accordance with the syllabus.
- **Find the volunteer opportunities on SJS4.**
- **Reflection paper (500 words):** When, where, what event, organization, what you did, what you learned from the volunteer work.

o **Include any evidence** (e.g., emails, shift sheet, a signature from the organization, pictures, etc) to the reflection paper.

**Grading information**

| Assignments. | Points. |
|---|---|
| A. Participation | 3 per course meeting |
| B. Advising Sheet | 5 |
| C. Industry Trend | 10 |
| D. Group Presentations | 5 |
| E. Resume | 20 |
| F. Excel HW | 10 |
| G. Service Learning Hours and Paper | 20 |
| | |
| Total | 100+ |

**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 | | |

**Classroom protocol**

- **Per Department Policy, electronic devices including cell phone, laptop, or tablet cannot be used during lectures.**
    - o **Electronic devices may be used for group work or class activities ONLY or with instructor's permission**, and their uses will be closely supervised by the instructor. If any student is found to be using a cellphone or laptop /tablet for non-class purposes, the student will be prohibited from using the device(s) in class for the remainder of the semester.
    - o If an urgent call is anticipated, student should inform the instructor at the beginning of class, and immediately leave the classroom in order to accept the call.
- Lecture notes (PowerPoint slides) are available on Canvas. **Class materials should be downloaded from the course Canvas and brought to class as a hard copy.** Electronic devices cannot be used for this purpose.
- **Per University Policy, taking a picture or recording lectures is prohibited without instructor's permission.**
- Students are expected to attend class regularly, arrive promptly, have completed the required readings for the session before coming to class, and participate thoughtfully in all in-class activities.
- Please make a sincere attempt to arrive on time. If you arrive late, please enter the classroom quietly. It is difficult to educate fellow classmates with constant interruptions at the door. If you miss class, it is your responsibility to catch up. The full notes will not be provided.

**E-mail Announcements**

The instructor will use e-mail to make course-related announcements. It is the student's responsibility to provide the instructor with correct e-mail address and to read e-mail regularly. Please specify the e-mail account you will use in the e-mail. When sending an email to the instructor, please type the course number in the SUBJECT field.  The instructor will not read any unidentifiable e-mail.

**Verifiable excuses**

A verifiable excuse that is deemed acceptable includes any of the following:
1. Evidence (medical note) from a physician or hospital verifying an illness or medical condition;
2. A letter from an instructor or department that documents attendance at a trade show, conference, convention, athletic event or other activity that is university-related;
3. Court-mandated appearance (with appropriate documentation)
4. Death of a close relative (with appropriate documentation)

Excuses other than the above are generally not verifiable, and the instructor will make no attempt to verify any other excuse.

Excuses will <u>NOT</u> be allowed for the following:
1. Work (or Internship)
2. Leisure travel or family reunion
3. Car troubles and repairs

**Work is not an excuse for missing class. If you have work schedule conflicts, you have to rearrange your work schedule to attend class.**

***Note: No make-up work will be given unless prior arrangements are made with the instructor or a verifiable excuse is provided. Late submissions will not be accepted.*** If you have an emergency or a verifiable excuse to be absent, please be ready to provide documentation if asked to do so.

**Do not ask any extra work opportunities to boost your GPA at the end of the semester.** Everyone has equal opportunities.

**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' <u>Syllabus Information web page</u> at http://www.sjsu.edu/gup/syllabusinfo/"

**Hospitality Advisors:**

Adviser assignment which is based on the first letter of student last names. You should meet at least once with your adviser per semester.

First letter of last name
**A - G**, Michelle Huang
**H - M**, Jooyeon Ha
**N - S**, Tsu-Hong Yen
**T - Z**, Faranak Memaradeh

**Course Format: Service Learning (SL)**

This course is a service-learning course. Service-learning enables students to apply what they are learning in class to issues being addressed in the community. Students then reflect upon and correlate their service experiences to course content.

SJS4 is the San José State University instance of CalStateS4 (S4), a web application hosted by the Chancellor's Office. SJS4 is used to capture curricular off-campus student placements; facilitate risk management processes required for curricular service-learning; and list approved organization site information.

Service-learning students must use SJS4 https://app.calstates4.com/sjsu/ to:

- log their service-learning placement,
- complete the waiver of liability, learning plan, and participation guidelines,
- provide emergency contact information, and
- log final hours.

Information about SJS4 and user guides are located on the Center for Community Learning & Leadership website http://www.sjsu.edu/ccll/sjs4/index.html.

The instructor reserves the right to revise this tentative schedule with fair advanced notice in order to enhance the achievement of learning objectives.  Any revision will be announced in class and through e-mail. It is the student's responsibility to be aware of all classroom discussions, assignments, and changes in course requirements.

| | | |
|---|---|---|
| **Week 2** **1/28** | Course Introduction/Syllabus<br><br>• HSPM website<br>• Scholarship information<br>• Facebook page<br>• Groups for presentation<br>• Jan 28th & 30th (Churchill Club) | |
| **Week 3** **2/4** | HSPM Curriculum and Requirements<br>**Guest speaker: Dr. Yen, Chair**<br>• HSPM Student advising<br>• International experience requirement | Due: Advising worksheet |
| **Week 4** **2/11** | Internship/Volunteer: SJS4<br>**Guest speaker: Churchill Club: Mindy Nguyen** | |
| **Week 5** **2/18** | Introduction to the MLK Library resources<br>**Guest speaker: Carli Lowe (lab)** | |
| **Week 6** **2/25** | Student Presentations on Industry Trends | Due: Industry Trend |
| **Week 7** **3/3** | Student Presentations on Resources (5 minutes- submit slides by midnight day before; include all students names and picture) | Due: Resource Summary |
| **Week 8** **3/10** | Career Development: Resume/Cover Letter | |
| **Week 9** **3/17** | Career Development: Resume/Interviewing | Due: Create Linked-In: Job and Internship Search Guide (Linked-In) |
| **Week 10** **3/24** | **Guest speaker: Larissa Bates (LinedIn/Handshake) (lab)** | Due: Resume |
| **Week 11** **3/31** | Break | |
| **Week 12** **4/7** | **Guest speaker: Casey Porter, Enterprise Holdings** | |
| **Week 13** **4/14** | Learning tool: MS Excel 1 | |

| Week 14 4/21 | Learning tool: MS Excel 2 | Due HW |
|---|---|---|
| Week 15 4/28 | **Guest speaker** | |
| Week 16 5/5 | Service-Learning Day | |
| Week 17 5/12 | **Finals** | **Due: Volunteer Services Reflection Paper** |
| | | Wednesday, May 13 / 2:30pm |