

**San José State University
Department of Hospitality Management
HSPM 86 Spring 2020**

Course and Contact Information

Instructor:	Terry Thompson
Office Location:	TBD
Telephone:	
Email:	terry.thompson@sjsu.edu
Office Hours:	By appointment
Class Days/Time:	As required for training
Classroom:	Classroom: BBC 121-123,124,125,126
Prerequisites:	Student in good standing with 2.5 GPA or better

COURSE DESCRIPTION:

This course provides students with hands-on experience in the operation, coordination, and management of special events. Students will develop management skills and experience in planning and execution of a world-class event

Course Learning Outcomes (CLO)

This course provides students with hands-on experience in the operation, coordination, and management of special events. Students will develop management skills and experience in planning and execution of a world-class event.

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

1. set up and service a buffet service
2. conduct a proper food and beverage inventory
3. describe the service component of a world class hotel
4. demonstrate the ability of working as a team

Desired learning outcomes:

1. Explain the logistical considerations underlying successful service at special events, such as a major sporting event.
2. Assess his/her strengths and weaknesses in employee relations and the management of personnel.
3. Compare the requirements for inventory management during a special event with inventory management of a table service restaurant operation.

4. Summarize the service concept, as applied to the planning and implementation of special events.
5. Demonstrate an understanding of client concerns in order to provide successful management of corporate recreation and/or hospitality facilities.
6. Explain the need for speed and efficiency as well as product quality/customer satisfaction, as critical factors in optimizing revenue and profit during special events.

Required Texts/Readings

Textbook

There is no text book. All training materials will be offered through Apple University. All materials will be customized to the area that the student will be working at the event. General and specific management information will be added to the training manual daily during training.

Course Requirements and Assignments

Students will attend ALL SESSIONS of the training workshops. *Attendance will be taken* at all workshop sessions and at all other scheduled class sessions/activities throughout the semester. Students unable to attend a session for any reason (i.e., in the hospital for some type of emergency surgery, death in the immediate family, etc.), MUST provide either a letter of explanation for the absence (illness or other unanticipated emergency) OR a letter requesting excusal (funeral or other event known ahead of time) to the course instructor. All requests will be considered on a case-by-case basis. Students, who fail to attend classes and who do not have a valid excuse or emergency may lose the opportunity to participate.

1. Each student is responsible for keeping a journal of their experiences and completing a written report of their experiences in this course, particularly at the special event site. Details are specified in the materials distributed regarding the written post event
2. There will be assignments distributed from time to time during the training sessions, which will be collected for evaluation as a part of a student's
3. At the event site, students are expected to behave in a professional manner that reflects well on SJSU, as well as the firm with which they are working
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5. All students are expected to *BE ON TIME* for all meetings and other Plan ahead and ask questions if you are unsure of anything. While on-site, students are expected to be on-the-job AT THE TIME THEY ARE SCHEDULED. Failure to appear as scheduled may be reason for on-site disciplinary action, depending on the situation, as no manager in an area can be a cause for serious concern for the company with which SJSU is working.
6. Students are expected to contribute positively and effectively to group activities, during the on-campus training periods and especially while at the event site

Final exam/evaluation will be in the form of an essay evaluating the experiences attained during training and golf week in Pebble Beach.

Determination of grades

Presentations Class Participation	20 points
Event Performance	50 points
In class Exams	20 points
Final essay	<u>10 points</u>
Total	100 points

Note that “All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades.” See [University Policy F13-1](http://www.sjsu.edu/senate/docs/F13-1.pdf) at <http://www.sjsu.edu/senate/docs/F13-1.pdf> for more details.

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%
plus = 69-67%	D = 66-63%	D minus = 62-60%
F = 59-0% Unsatisfactory		

Classroom Protocol

Professional attire is required for training workshop sessions as scheduled. The SJSU Career Center web site offers tips on proper business attire. Students in this class will function as professional managers training for positions at prestigious events. It is presumed that they will look and act as professionals "on-the-job" and throughout the training process.

A conflict with a student's work schedule is *not* an acceptable reason for an excused absence as students are aware of the scheduled training dates well in advance. Students are expected to arrange their work schedules accordingly

1. Participants are expected to know each person in the class by name -- both first name and last name - prior to departure to the special
2. Social activities may be planned from time to time. Participation in these events is OPTIONAL, although students are encouraged to attend to get to know other class

members Conflicts with jobs, other classes, projects due, and other life activities are recognized. Dress for such events would be that appropriate to the type of event and where it is held.

3. **ALL CLASS MEMBERS ARE EXPECTED TO HAVE AN E-MAIL** Students are expected to check their email and the Event Management Class Website on a daily basis during the two weeks training prior to departure.
4. Work assignments for students at the event sites will be determined by site Management with which SJSU is working. While students may indicate their area of interest, such indication is no guarantee of an The jobs available and the responsibilities associated with each job are determined by the firm with which we are working - not SJSU or the course instructor.
5. Students should remember that guests at the events view the student managers as employees of, and thus representatives of, the firm for which SJSU is working. As such, they can have an important impact on the impression of guests and clients about these
6. The SJSU faculty member(s) working on-site with the class is (are) the final authority on decisions to be made regarding any aspect of the group's relations with the cooperating firm, student's behavior, work assignment concerns, travel and housing arrangements or any other matters that may

The SJSU faculty member working on-site with the class has the authority to send any student back to San Jose *AT THE STUDENT'S PERSONAL EXPENSE* at any time, should an event occur or the student's general behavior on site, warrant such action arise.

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/syllabus/info) at [http://www.sjsu.edu/gup/syllabus info](http://www.sjsu.edu/gup/syllabus/info)"

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CLASS DAYS/Times:

Class meetings consist of the scheduled, mandatory training workshops prior to leaving for the event as well as a required follow-up session after the class returns from the event. The time on-duty at the event is considered part of the class time.