

San José State University
Department of Hospitality, Tourism, & Event Management
HSPM 177 Hospitality Service Management
Section 1, Spring 2020

Contact Information

Instructor:	Barbara Ratcliffe
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Office Hours:	Before Class
Class Days/Time:	M/W 12:00 -1:15pm
Classroom:	BBC 225
Prerequisites:	Senior Standing - HSPM 1, 11, 65, 102, 130

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

Develop skills in setting formal service standards and procedures to deliver customer experience and evaluate service quality for hospitality businesses. Topics include service experience design, psychological/social characteristics of customer satisfaction, service delivery processes, consumer/server encounters, service quality, and service recovery.

Course Learning Outcomes (CLO)

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

- CLO 1: Define service quality and customer satisfaction in the hospitality field.
- CLO 2: Use quantitative and qualitative tools for assessing service quality in the hospitality field.
- CLO 3: Explain hospitality leaders' roles in defining, developing, and maintaining their service
- CLO 4: Communicate and present the findings of a service improvement plan.
- CLO 5: Apply the knowledge and tools learned in this course to an actual hospitality business.
- CLO 6: Develop the innovative service strategies to enhance customer experiences

Required Texts/Readings

Disney Institute. (2001). Be Our Guest. Perfecting the art of customer service. New York, NY: Disney Edition.

Recommended Readings

1. Bagdan, P. J. (2013). *Guest Service in the Hospitality Industry*. New Jersey: John Wiley & Sons. e-text is available: <http://www.wiley.com/>
2. Ford, R.C., Sturman, , C.P. (2012). *Managing Hospitality Organizations* .

Other readings

Available on Canvas

Library Liaison

Laurie Borchard, 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: laurie.borchard@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>.*

Participation

Participation in this course is expected. **Late arrival and early departure in class are marks of disrespect, unprofessionalism, and interrupt class.** Please be on time. **Evaluation of participation will be based on participation in class discussions and exercises.** If you miss class, **no make-up** will be given.

Quizzes

Both scheduled/pop and in-class/online quizzes will be given. Scheduled quizzes will be announced. **No make-up quiz** will be given.

Mid-term and Final Examinations

Exams will test your knowledge and understanding of material covered in class and in your readings. Each exam will consist of any combination of multiple choice, true/false, fill in the blank, short answer, and essay questions. **Dates for exams are set and students are responsible for planning to take exams on the dates specified on the course schedule.**

Reading Assignment (Individual assignment)

Read the assigned books or articles and write the reflection paper. Due dates are specified on the course schedule. **No late submissions are allowed.**

Group Project: Service audit & Innovation

Students in groups will visit the one hospitality service organization and develop a service quality improvement plan for the operation. An **in-depth project guideline** is posted on Canvas.

- Service audit & plan for service innovation
- Service innovation: Presentation at the HTEM showcase in November
- Written report

Grading Information

Assignments.	Points.	CLOs.
A. Participation	Up to 30 pts (3 pts each)	All CLOs
B. Quizzes	Up to 50 pts (10 pts each)	All CLOs
C. Midterm exam	50 pts	All CLOs
D. Final exam	50 pts	All CLOs
E. Reading Assignments	60 pts (10 pts each)	All CLOs
F. Group project: Service audit & Innovation	170	CLOs 2, 4, 5, 6
Total	~ 410	

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

- 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.
- Cell phones must be turned off and stowed at all times.
- Lecture notes and/or PowerPoint slides are available on Canvas. Class materials should be downloaded from the course website and brought to class either as a hard copy or on your laptop.
- **Laptops and tablets are permitted in the class for class-related purposes ONLY**, and their uses will be closely supervised by the instructor. If any student is found to be using a laptop or tablet for non-class purposes, the student will be prohibited from using the device(s) in class for the remainder of the semester.
- **No chatting!!** If you want to talk with your classmate for any urgent matters, please go outside of the classroom. Do not disturb class.
- 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, given the size of this class, it is your responsibility to catch up.

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 e-mail to the instructor, please type your name and course number in the SUBJECT field. The instructor will not read any unidentifiable e-mail.

Behavior during class period should reflect professional courtesy. Please refrain from any unnecessary talking, deactivate any pagers and/or cell phones, conducting business not related to the course, and snoozing.

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 NOT 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' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>"

DATE	Session	Assignment	Notes
1/27/20	Introduction and Overview	Order textbook	Review on Canvas
1/29/20	Basic Guest service	Read Chapter One	
2/3/20	Guest service (be our guest)		
2/5/20	Labor day		
2/10/20	Meeting guest expectations	Quiz One	
2/12/20	The Guest experience		
2/17/20	Hospitality Culture		
2/19/20	Food services		
2/24/20	Banquet service		
2/26/20	Beverage service		
3/2/20	Front office service	Quiz 2	
3/4/20	Planning service delivery		
3/9/20	Service Assessment		
3/11/20	Fixing service failure		
3/16/20	Managing service		
3/18/20	Communications		
3/23/20	Group Presentation	Mid Term	
4/6/20	Group Project		
4/8/20	Group project		
4/13/20	How service can affect the guest		
4/15/20	Staff training		

4/20/20	Service leadership		
4/22/20	Competition	Quiz three	
4/27/20	Veterans Day		
4/29/20	Vision and mission statement		
5/4/20	The hospitality service plan		
5/6/20	Strategies involving the guest		
5/11/20	Service future		
5/13/20	No class		
5/19/20	Final exam		