Graduation Writing Assessment Requirement (GWAR)
Course Approval Sheet

Department: Hospitality & Tourism Mgmt
College: Business

Course Number: HTM 531
Course Title: Hospitality Services Management

Contact Person: Janet Sim (jsim@sfsu.edu) or Sybil Yang (sybil@sfsu.edu)
Phone 415-405-2531

This proposal is a: (please check one)

- Minor Modification to an Existing Course
- × Substantial Modification to an Existing Course
- _____ Completely New Course

Relationship of course to major(s). Please indicate how this course fits in the major.

This is a junior level course, a required core class dealing with the unique aspects of the hospitality service industries from management and marketing perspectives. The course is a pre-requisite to the senior level HTM 515 Internship class.

Prerequisite: A prerequisite for the course is the completion of English 214 or its equivalent with a grade of “C-” or better. __X__ Yes _____ No

*Note: The Academic Senate has raised the passing grade for a GWAR course from a C- to a C. To pass a GWAR course, students must earn A, B, C, with C being the lowest possible grade. Grades for GWAR courses are A, B, C, / NC.

Please attach a course syllabus to this form.

Please indicate how this course meets each of the GWAR criteria:
(Note: You may respond either in the blanks below or on a separate sheet attached to this form.)

Criterion #1 - Class Size: Courses satisfying the GWAR should have an enrollment of 25 students or fewer.

This course usually has 75 students in the class. The main instructor is a HTM professor. We are planning to hire one Graduate Assistant and one Lecturer with the appropriate skill sets to assist the HTM professor with the tutoring, editing and evaluation of writing skills associated with the course. Each person (Professor, Lecturer, and GA) will be responsible for the small-group instruction and grading for written assignments for 25 students.

For the course, students are divided into semester-long project teams of 6-7 people. Each group is required to meet with an instructor once a month at dedicated times and locations outside of the primary lecture time, to discuss progress and edit work on their final project report. Each instructor will review, coach, and co-edit written work with their student groups.

In addition, six (6) one hour time periods have been allocated from the main lecture schedule as content-specific business writing workshops. These workshops will be taught by the course professor, and assisted by both the course GA and Lecturer.

The GA and Lecturer will meet weekly with the professor to provide feedback on over all content and stylistic writing difficulties students have encountered. We are requesting supplemental funding from SF State to hire a graduate assistant. To ensure consistency, the graduate assistant and Lecturer will attend approximately a third of the main lectures and then have time with individual groups. Also to ensure
consistency, all written work will be graded blind (without student names, SFSU ID numbers only), and randomly assigned across the allocated across the GA, Lecturer and Professor. Grading will either follow an HTM Writing Assessment rubric established by the department, or by a more specific assignment-based rubric (see sample homework prompt).

**Criterion #2 - Number of Pages/Words:** The overall assignments for the course will include a minimum of 15 individually written and accounted for pages, meaning the equivalent of 4000 words, of formal writing that demonstrates upper-division written English proficiency within the given discipline.

This course will include a minimum of 16 pages of formal HTM writing. This requirement will be met in the following ways:

| Homework 1: (Individual Assignment) Service Design Analysis of a Client Site – Analysis of two observed service processes. Must integrate a service blueprint exhibit, diagramming the over all service process. | 2 pgs+1pg diagram |
| Homework 2: (Group Assignment) Customer Segmentation & Profiles – Students create three market segments, write deep consumer profiles for each segment. Written report must justify why customers were segmented in that manner. | 3 pgs |
| Homework 3: (Individual Assignment) Project Data Analysis – Students analyze ethnographic data gathered on the project site, draw relevant business conclusions from the data, and make recommendations to improve service operation quality based on the data, analysis, and outside research of best practices. | 2 pgs |
| Homework 4: (Group Assignment) Servicescape– Analysis and discussion of client site service quality and areas for process improvement. | 2 pgs |
| Homework 5: (Individual Assignment) Harrah’s Entertainment CRM– Case analysis and discussion of Harrah’s Entertainment’s use of technology, strategy and process to produce competitive advantage. | 2 pgs |
| Case Study 1: (Group Assignment) SWOT Analysis – Students analyze and defend the strengths, weakness, opportunities and threats associated with a client site. | 5 pgs |
| Case Study 2: (Group Assignment) Revenue Management – Students present a baseline analysis of existing operations, and recommend various revenue management strategies to maximize operational efficiency. | 5 pgs |
| Interim & Final Projects: (Group Assignments) Operational Analysis of Client Site – Students distill a combination of baseline operational data analysis, market research, and service operations theory to identify operational inefficiencies, points of service failure, and other areas for operational improvement. Based on their research and analysis, student groups will present actionable, strategic and tactical recommendations with an eye towards maximizing the operations revenue potential. Interim report will integrate various means of data presentation and data analysis, and include an executive summary in lieu of an introduction. | ~40pgs each |
| Total of Interim & Final Projects: (Group Assignments) Operational Analysis of Client Site | ~80pgs |

**In Summary:**

| Individual Submitted Written Pages: | 6 pages |
| Individually Accounted for Portions of Group Pages (per person) | ~10 pages |
| Group Pages, not Individually Accounted For (per ~7 person group) | 15 pages |

**Criterion #3 - How Writing Will Affect the Final Grade:** 60% of the grade in GWAR courses must be based on written assignments and take-home essay exams (e.g., exams designed to allow for revision), which are evaluated for both content and quality of writing.
At least 62% of the grade in HTM 531 will be based on written assignments that will be assessed for both content and quality of writing. The remainder will be based on participation, peer evaluation, and presentations.

Criterion #4 - Revision of Assignments: GWAR courses must include substantive revision of major, graded, written assignments in response to feedback.

All of the writing assignments will be graded and evaluated for content and writing.

For the two major assignments (Interim and Final Projects), students will pre-submit their work in draft form, to be evaluated by either the GA, Lecturer or Instructor; then required to revise and re-submit their work, incorporating instructor comments and feedback.

Criterion #5 - Types of Assignments: GWAR courses should include a variety of writing assignments that are distributed throughout the semester, rather than concentrated at the end.

Students will submit at least three individual, written homework assignments, four group-written homework and case study assignments, and two major group-writing assignments distributed throughout the semester.

Criterion #6 - In-class Attention to Writing: GWAR course syllabi should reflect significant class time devoted to instruction in writing conventions within the given discipline.

Significant class time will be devoted to the development of business writing skills. Portions of six lecture days have been allocated as writing workshops to discuss, critique, and ideate on actual student writing samples. Students will be required to meet once a month with a course instructor outside of the primary lecture time, strictly for the purposes of improving the writing quality of their final projects. Intensive writing assignments begin in the second week and continue throughout the remaining semester.

Criterion #7, Number of Units: GWAR courses should be at least 3 units.

HTM 531 Hospitality Services Management is a three-unit class.

Department/Program Chair/Directors

Print Name

Signature