COLLEGE OF THE ROCKIES

Principles of Service Management – HOSP 230
Hospitality Management Diploma

Course Outline

COURSE IMPLEMENTATION DATE:	**September 2018**
OUTLINE EFFECTIVE DATE:	**September 2021**
COURSE OUTLINE REVIEW DATE:	**April 2026**

GENERAL COURSE DESCRIPTION:

This course is designed to provide students with the skills and knowledge to become effective service managers. Topics of discussion include, but are not limited to, delivery of service and designing service, that would meet the needs of customers to result in a return customer and build a client base of return customers.

Program Information: This course is required for the completion of the Hospitality Management Diploma.

Delivery: This course is delivered face-to-face.

COTR Credits: 3

Hours for this course: 45 hours

Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	45
Seminars / Tutorials	
Laboratory / Studio Hours	
Practicum / Field Experience Hours	
Other Contact Hours	
Total	45

Practicum Hours (if applicable):

Type of Practicum	Duration
On-the-Job Experience	
Formal Work Experience	
Other	
Total	N/A

Course Outline Author or Contact:

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APPROVAL SIGNATURES:

Department Head
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Department Head Signature

Dean Signature

EDCO

Valid from: September 2021 – April 2026

Education Council Approval Date

COURSE PREREQUISITES AND TRANSFER CREDIT:

Prerequisites: A minimum of C- (55%) in either ENGL 100 or COMC 101 or COMC 110. SuperHost certificate.

Co-requisites: None

Flexible Assessment (FA):

Credit can be awarded for this course through FA   ☑ Yes   ☐ No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Self-assessment, Interview, Products/Portfolio, Challenge Exam. Contact an Education Advisor for more information.

Transfer Credit: For transfer information within British Columbia, Alberta and other institutions, please visit http://www.cotr.bc.ca/Transfer.

Student should also contact an academic advisor at the institution where they want transfer credit.

Textbooks and Required Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

> Gemmel, P., Van Looy, B. & Van Dierdonck, R. (2013). *Service Management an Integrated Approach* (3rd ed). Pearson.

Please see the instructor's syllabus or check COTR's online text calculator http://go.cotr.bc.ca/tuition/tCalc.asp *for a complete list of the currently required textbooks.*

LEARNING OUTCOMES:

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

- define the concept of hospitality service within a multi-cultural Canadian society;
- differentiate between customer expectations and customer perceptions;
- understand and discuss the challenges faced by service managers to deliver exceptional customer service in the hospitality industry;
- assess the importance of an effective hospitality team by evaluating organizational structurers and management styles;
- describe the key differences between a service and product-based industry;
- explain the relationship between effective communication and effective customer service;
- apply a systematic approach in demonstrating how to handle guest complaints and concerns to facilitate efficient and valuable service recovery;
- describe a customer retention program appropriate to the hospitality industry;
- evaluate and comment on the role that stakeholders play in developing a strong service level;
- summarize customer service that uses a balance of traditional, technological, and innovative methods; and
- formulate a service brand and strategy to ensure a competitive advantage.

COURSE TOPICS:

- Defining service
  - Understand customer expectations
  - Cultural sensitivity – The service experience
  - Service concepts in hospitality operations

- Designing service
  - Service process for hospitality
  - Organizational differences between service- and product- based industries
  - Hospitality team structure
  - Hospitality technology systems
  - Service brand
  - Service level agreements (suppliers, contractors etc.)

- Delivery of service
  - Communication models to ensure organizational effectiveness
  - Managing customer expectations and perception of service
  - Customer satisfaction surveys and results
  - Managing supply chain networks

- Developing service
  - Customer retention strategies
  - Innovation in the service industry
  - Re-engineering of service processes
  - Building a customer service strategy

EVALUATION AND ASSESSMENT (Face-to-Face Delivery):

Assignments	% of Total Grade
Class discussion and participation	10%
Customer service process assignment	20%
Customer retention strategies assignment	20%
Midterm Exam	25%
Final Exam	25%
Total:	100%

Please see the instructor's syllabus for specific classroom policies related to this course, such as details of evaluation, penalties for late assignments and use of electronic aids.

EXAM POLICY:

Students must attend all required scheduled exams that make up a final grade at the appointed time and place.

Individual instructors may accommodate for illness or personal crisis. Additional accommodation will not be made unless a written request is sent to and approved by the appropriate Department Head prior to the schedules exam.

Any student who misses a scheduled exam without approval will be given a grade of "0" for the exam.

COURSE GRADE:

Course grades are assigned as follows:

Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (Percent)	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50

A course grade of "C-" or better is required for credit towards a diploma in Hospitality Management.

ACADEMIC POLICIES:

See www.cotr.bc.ca/policies for general college policies related to course activities, including grade appeals, cheating and plagiarism.

COURSE CHANGES:

Information contained in course outlines is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment and marketing needs. The instructor endeavours to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.