



# COURSE OUTLINE

**Please save a copy onto your computer before filling in the form**

**Course Name:** Principles of Service Management

**Department Head/Coordinator:** Michael Tittel

**Effective Date:** September 2014

<b>School or Centre:</b>	<b>Department:</b>	
School of Hospitality and Business	Hospitality Management Diploma	
<b>Course History:</b>	<b>Year of Study:</b>	
New Course	1st Year Post-secondary	
<b>Name of Replacing Course (if applicable):</b>	<b>Course Number:</b>	HOSP 1410
	<b>Number of Credits:</b>	3.0

**Course Pre-requisites (if applicable):**

**Course Co-requisites (if applicable):**

**PLAR (Prior Learning Assessment & Recognition)**

No  Yes (details below):

To learn more about the PLAR pathways for this course review the Hospitality Management Diploma Program Content Guide.

**Course Description:**

This course focuses on problem solving, communication strategies and technology, emphasizing the skills needed to improve and sustain customer satisfaction and business relationships. Students acquire the knowledge and skills required for creating customer service excellence. Topics include market segmentation, relationship marketing, and customer retention.

**Note to instructors:** An instructional strategy is an approach that an instructor uses to achieve the learning outcomes (e.g., lecture, case study, video, group work).

### **Instructional Strategies:**

Lectures, presentations, role-play, individual and group work.

### **Course Learning Outcomes:**

Successful students will be able to:

1. Differentiate between customer expectations and customer perceptions.
2. Identify common barriers to customer service.
3. Use market segmentation to divide customers into serviceable groups.
4. Explain the relationship between communication and customer service.
5. Define customer intelligence.
6. Discuss the benefits of relationship marketing.
7. Demonstrate what to do when mistakes are made with customers.
8. Differentiate between customer wants and needs.
9. Establish a customer retention program.
10. Describe customer service that uses a balance of traditional, technological, and new methods.
11. Identify and provide examples of companies that provide exemplary customer service.
12. Explain the fundamental requirements of creating a successful customer service program.
13. Demonstrate excellence in customer service.

### **Program Learning Outcomes:**

Upon successful completion of the Hospitality Management Diploma, students will be able to:

1. Communicate effectively as hospitality professionals.
2. Demonstrate leadership competencies in the hospitality sector.
3. Evaluate financial information and financial implications related to business decisions to support the goals of a hospitality enterprise.
4. Act in an ethical manner and practice within the legal framework of the industry.
5. Provide responsible and professional food and beverage services.
6. Supervise front-of-the house and back-of-the house hotel and restaurant operations.
7. Manage basic human relations issues within a hospitality setting.
8. Prepare the basis for a marketing plan and communication strategy.
9. Analyze emerging hospitality industry trends and innovations.
10. Describe the role and scope of the tourism industry, the stakeholders, the five sectors of the industry and their economic impact.
11. Employ sustainability decision-making and practices in their work as hospitality professionals.
12. Apply the theoretical principles and practices of guest and customer services in a hospitality setting.
13. Apply critical thinking and problem solving techniques to make sound management decisions and recommendations.

**Evaluation/Grading System** *(Click on drop down box arrows to see list of options)*

Grading System	Specify if 'Other':	Specify Passing Grade:
Letter Grades		D (50%)

**Components and Weighting of the Assessment/Evaluation Plan:** *(Click on drop down box arrows to see list of options)*

Type	Percentage	Evaluation Plan (provide a brief explanation for each component especially if value exceeds 35%):
Project	15	Individual Industry Project
Assignments	25	Role-Plays
Final Exam	30	Classroom
Quizzes/Tests	20	2 Quizzes (10% each)
Participation	10	Classroom Participation
	<b>Total</b>	<b>100</b>

**Learning Environment/Type** *(Select all that are used within the course)*

Instruction Type	Hours Per Instruction Type	Comments
L - Classroom	45	
<b>Enter Total Hours</b>	<b>45</b>	

**Resource Material(s):**

Resources are items in addition to tuition that the student is responsible for purchasing. Course resource information will be supplied by the department/instructor.

**Course Topics and Sequence Covered:**

1. Customer service
2. The challenges of customer service
3. Solving problems with customer service
4. Strategy for formulating a plan for success
5. Communication strategies
6. Coping with challenges in customer service
7. Motivation and empowerment
8. Leadership in customer service
9. Customer retention and measurement of satisfaction
10. Technology and customer service
11. Excellence in customer service

## **VCC Education and Education Support Policies**

There are a number of **Education** and **Education Support** policies that govern your educational experience at VCC, please familiarize yourself with them.

The policies are located on the VCC web site at:

<http://www.vcc.ca/about-vcc/policies/index.cfm>

To find out how this course transfers, visit the BC Transfer Guide at [www.bctransferguide.ca](http://www.bctransferguide.ca).

### **FOR COMMITTEE USE ONLY**

<b>Date Approved by Education Council:</b>		<b>Date Approved by VCC Board (if applicable):</b>	
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