

**Arkansas Tech University**  
**Department of Parks, Recreation and Hospitality Administration**  
**CUL/HA 2063 Guest Service Management**  
**Spring 2014**



**Catalog Description:** Prerequisite: HA1063.

The analysis and development of guest services management skills including leadership behavior, motivation, communication, training, staffing, etiquette, and professional service. Lecture two hour, lab minimum of three hours depending on the special event requirements. \$100 lab fee which helps to cover your meal costs and/or travel.

**Class Times:** Lecture: Thursday 8:30 am - 9:20 am / Lab: Thursday 9:30 am- 2:50 pm

**Location of Class:** Williamson Dining Hall

**Instructor:** Dong-Soo Lee, Ph.D. 479-968-0607 / dlee13@atu.edu

**Office Hour:** Monday 10 am - 2 pm; Tuesday 8 am - 12 pm; Wednesday 10 am - 12 pm

**Required Textbook and Materials:**

- Dahmer, S. J. & Kahl, K. W. (2009). Restaurant Service Basic (2nd). Wiley ISBN 978-0-470-10785-0
- Uniform of black shirt, black pants and black shoes.

**The mission of the Hospitality Administration Program** is to provide quality education in hospitality administration, build a foundation for professional growth and development and encourage lifelong learning.

**Program Learning Outcomes**

At the conclusion of the program, students will be able to:

1. Exhibit professional hospitality administration knowledge, skills, and abilities.
2. Synthesize and evaluate core management concepts in the areas of hospitality accounting, finance, human resources, marketing, operations, and technology.
3. Describe the fundamental principles of leadership and demonstrate successful leadership skills.
4. Utilize critical thinking, problem solving, written and oral communication, and investigate skills specific to hospitality administration.

5. Apply experiential learning experiences acquired through courses, work experience, and internship to become a successful professional.
6. Demonstrate best practices to meet ever changing guest needs and expectations.

**Lodging and Club Management Emphasis Learning Outcomes**

At the conclusion of the program, students will be able to:

1. Understand and analyze the functions of lodging and club operations.
2. Distinguish guest needs specific to operational settings.

**Tourism and Event Management Emphasis Learning Outcomes**

At the conclusion of the program, students will be able to:

1. Understand and analyze the role of tourism and event management.
2. Plan, organize, coordinate, develop, and evaluate the issues related to tourism planning and event management.

**Food and Beverage Management Emphasis Learning Outcomes**

At the conclusion of the program, students will be able to:

1. Understand and analyze the function of food and beverage operations.

Manage the entire operation; coordinate and evaluate all aspects of food and beverage services.

**Methods of Evaluations:**

2 Exam @ 40 points	= 80 points
4 Service Works @ 40 points	= 160 points
12 Lab Reports @ 20 points each	= 240 points
<u>12 Lab Inspections @ 10 points each</u>	<u>= 120 points</u>
<b>Total Points Possible</b>	<b>= 600 points</b>

***Grading Scale (%)***

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>
100-90	89-80	79-70	69-60	59-0

**Exams:** There are two exams for this course. The exam will each weigh 40 points. The instructor reserves the right to make any/all exams using multiple choice, true/false, fill-in-the-blank, short answer or essay. No exam will be made up without a written medical or judicial excuse.

***Exam dates:***

- Exam #1 (CH 1-4): 8:30 am – 9:30 am, 3/13 (Thursday)
- Final Exam (CH 5-8): 10:30 am – 12:30 am, 4/30 (Wednesday)

**Service Work:** Since the hospitality industry is a “hands-on” industry, I am requiring that you volunteer for 4 events during the course of the semester. There will be many opportunities to

fulfill this requirement throughout the semester. Total points available from service work will be 160 points (40 points per event).

**Lab Reports:** You will be required to write a paper after each lab outlining two positive things or things that went well and two negative things or things or areas that need improvement and what things we can do to facilitate those needed improvements. Include in this paper things that you learned from the lab experience or things that need to be improved upon. This is your chance to critique each lab experience. I want to know positive and negative aspects from your perspective and/or from the guest perspective. 20 points possible per lab and lab reports will be due on the next class meeting following the food service lab! NO EXCEPTIONS! NO CREDIT WILL BE GIVEN FOR LATE WORK!

**Inspections:** There will be an inspection of staff before each food service event. The inspection will be performed by the front of house manger(s) and/or the instructor prior to the beginning of lab. A strict code of cleanliness, neatness and overall appearance will be adhered too. Refer to “Required Uniform” section of this syllabus and to the handout for personal hygiene expectations for more details. 10 points possible per lab.

**Attitude:** Since this is a service course, you must administer a professional look and attitude at all times. At the discretion of the instructor, you may be asked to leave the dining room or lodging lab facility and return at a later date for improper attitude. The instructor reserves the right to deduct points (up to 20 per lab) as deemed appropriate for disciplinary reasons. Attitude and appearance are both reasons for point deductions. **Positive attitudes are contagious ..... catch one!**

**Remember: The Guest Service Management class and the Advanced Food Production class will work together as a team. Front of the House (FOH) and Back of the House (BOH) together make a successful dining experience. This class will be unique and challenging. This class may require you to attend at times not listed on the following schedule of classes. This schedule is subject to change without prior written notice from the instructor.**

**TEAM = Together Everyone Accomplishes/Achieves More**

### **CLASS POLICIES**

**Required Uniforms:** Uniforms will be required for the lab portion of this class. The dining service staff will be required to obtain and wear a black shirt, black pants or skirt, black socks, black belt, and black non-skid shoes. Shoes for this class must not expose the toes. Front desk staff will be required to dress professionally for all labs. It is not my desire to burden you with more than deemed necessary; however, a strict uniform policy will be adhered to in this class. All garments must be cleaned and pressed. Anyone that does not present oneself in the proper

uniform will not receive points for that lab/meal. Uniforms will only be required attire when meals are being served or when we are conducting labs at Savanna's. A separate detailed handout will be presented at a later date with information regarding uniforms and personal hygiene.

**Course Requirements:** The following are course requirements for "Guest Service Management":

- Attendance and participation in each class lecture and lab meeting. You are required to participate in all labs and be present and prepared at the required time. Since this is a performance-based class no make-ups will be permitted. Be prompt for lectures and labs, this includes begin properly attired as outlined previously.
- Rotate through various positions in the dining room including but not limited to front of the house manager, host/hostess, bar (beverage) manager, server, expediter, , dishwashing, cleaning front and back of the house and housekeeping.
- Completion of all assignments in a timely manner. Management reports are due on the next class meeting following the food service lab! NO EXCEPTIONS!! NO CREDIT WILL BE GIVEN FOR LATE WORK!
- Arkansas Tech University is a smoke free and tobacco free campus!
- No chewing of gum or use of candy during the lab portions of this class.
- Food and beverage consumption during labs will take place at the discretion of the instructor and/or the front of the house manager; there will be no consumption of food or beverage in the dining room while guests are present. **NOTE: STUDENTS ENROLLED AND WORKING IN THIS CLASS ARE ENTITLED TO ONE FREE MEAL OR PRODUCT FROM EACH CLASS. ANY LEFT OVER FOOD FROM CLASSES MUST BE PURCHASED AT THE GOING PER MEAL RATE FOR EACH FOOD CARTON PURCHASED. SEE MEMO ON BULLENTIN BOARD IN KITCHEN.**
- Blackboard will be used throughout the semester to post notes, grades, and more.
- Please turn cell phones to VIBRATE or SILENT-phones are a great tool for communication, but within a class environment, it is extremely disrespectful to me and your peers to have your phones ring during class time. Please **do not text** during lecture or group work.
- **Email: In the "Enter Subject" part, please write course no. and your full name.**

**Management and Service Preparation:** Since we may have a limited time frame to ready the Williamson Dining Room for service, some pre-service duties may need to be performed on the day prior to service. You will receive a separate pre-service responsibilities handout will outline pre-service duties and responsibilities. This class will require more involvement than other classes and may require you to do work outside the hours.

### **Special Needs**

Anyone who has special needs or considerations to assist in learning or test taking should speak with the instructor privately so that adjustments may be made. This should be done within the

first two weeks of classes or as soon as the need arises. Students with special needs must register with the Disability Coordinator/University Testing Center (Bryan Hall, Rm 103 / [www.atu.edu/disabilities](http://www.atu.edu/disabilities)) at 479-968-0302 or Christy Raines, Coordinator of Disability Service (craines3@atu.edu).

**Academic Dishonesty:** 2013 – 2014 Student Handbook; page 42-43.

Academic dishonesty refers to the various categories of cheating and plagiarism in the classroom. Cheating on an examination, quiz, or homework assignment involves any of several categories of dishonest activity. Examples of this are: a) copying from the examination or quiz of another student; b) bringing into the classroom notes, messages, or crib sheets in any format which gives the student extra help on the exam or quiz, and which were not approved by the instructor of the class; c) obtaining advance copies of exams or quizzes by any means; d) hiring a substitute to take an exam or bribing any other individual to obtain exam or quiz questions; e) buying term papers from the Internet or any other source; and f) using the same paper to fulfill requirements in several classes without the consent of the professors teaching those classes.

Plagiarism is stealing the ideas or writing of another person and using them as one's own. This includes not only passages, but also sentences and phrases that are incorporated in the student's written work without acknowledgement to the true author. Any paper written by cutting and pasting from the Internet or any other source is plagiarized. Slight modifications in wording do not change the fact the sentence or phrase is plagiarized. Acknowledgment of the source of ideas must be made through a recognized footnoting or citation format. Plagiarism includes recasting the phrase or passage in the student's own words of another's ideas that are not considered common knowledge. Acknowledgement of source must be made in this case as well.

### **ATU Attendance Policy**

2013-2014 Student Handbook; page 40-41. "Regular class attendance is considered essential if students are to receive maximum benefit from any course. Control of class attendance is vested in the teacher, who has the responsibility of defining early in each course his/her standards and procedures. A student accumulating an excessive number of unjustifiable absences in a course may be dropped from the course by the instructor with a grade of "FE." A student who is dropped from three courses in a semester for unsatisfactory class attendance may be immediately suspended" It will be your responsibility to sign in each day that you are in class!

### **Your Role as a Student**

I request that you not come in late as it is disruptive to me as well as your peers. If you leave class before time is up and have not informed me, I will count it as an absence. Discussions will be held periodically in class and I encourage all to participate. However, I will not tolerate inappropriate language including negative terms regarding ones ethnicity, gender, sexual preference or physical difference. I will expect you to keep up with the readings, assignments, quizzes and test dates. In return for your cooperation, I will treat you with mutual respect, try to help and encourage you in any way possible and together we can have a wonderful semester!!

## Schedule & Content

Date		Topics	Chapters
1/16	Th	Welcome & Prepare Restaurant for Dining	
1/23	Th	Grouping, Prepare Restaurant for Dining & Practice	
1/30	Th	Lab #1 Dining Room	
2/6	Th	Lab #2 Dining Room	
2/13	Th	Lab #3 Dining Room	1
2/20	Th	Lab #4 Dining Room	2
2/27	Th	Lab #5 Dining Room	3
3/6	Th	Lab #6 Dining Room	4
3/13	Th	Lab #7 Dining Room	Exam 1
3/20	Th	Lab #8 Dining Room	
<b><u>3/27</u></b>	<b><u>Th</u></b>	<b><u>No Class - Spring Break</u></b>	
4/3	Th	Lab #9 Dining Room	5
4/10	Th	Lab #10 Dining Room	6
4/17	Th	Lab #11 Dining Room	7
4/24	Th	Lab #12 Dining Room	8
4/30	W	Final Exam (10:30 am – 12:30 pm)	5 - 8
<p><b>Disclaimer :</b> The instructor reserves the right to amend or revise the course outline at any time during the semester. Any change will be announced in class. It is students' responsibility to clarify the issue about the changes with the instructor.</p>			