

PROPOSAL FOR COURSE CHANGE

To: Curriculum Committee

From: Parks, Recreation and Hospitality Administration (PRHA)

Date submitted: August 18, 2008

Request for: Name change/description change

Submitted by: Theresa Herrick

Approved by: Department Head: Theresa Herrick

Dean of School: Willy Hoefler

Reviewed by: Registrar: Yammy Kluder

Vice President: _____

- I. **Catalog description:** Prerequisite: HA 1063. The analysis and development of guest services management skills including leadership behavior, motivation, communication, training, staffing, etiquette and professional service. Lecture two hours, lab minimum of three hours depending on the special event requirements. \$100 lab fee which helps to cover your meal costs and/or travel.

Number: HA 2063

Title for Catalog: Guest Services Management

Title for Inventory: Guest Services

Effective date or term: Fall 2009

- II. Justification and feasibility of course:

A. **What is the need for this course? Who will take it?**

1. The students will identify and implement professional service and etiquette as they relate to the hospitality industry.

app CC 9/19/08
app FS 10/8/08

2. The students will assess the quantitative implication of poor guest service on establishment profitability.
3. The students will incorporate "people skills" and communication skills to help prepare them to be an effective hospitality professional.

This course was formerly Dining Service Management and is being renamed and refocused to include all areas of hospitality including lodging and tourism. Hospitality students will be the primary consumers.

B. How does it relate to other work being offered by your department? Is there an overlap with other courses in the department?

This course is a required core course for all hospitality majors. This course is being refocused and expanded to incorporate guest services not only in dining situations but also in lodging and tourism areas to address the new emphases within the program. There is no overlap with other courses in the department.

C. Is this course part of any general plan of development within your department? Explain.

The Hospitality Administration Program was recently accredited. During the accreditation visit, the visiting team felt there were too many required core courses and not enough options for the students to select areas of specialization within the hospitality curriculum. The HA program is preparing to divide the curriculum into 3 emphases; food and beverage management; lodging and club management; and tourism and event management. The HA Faculty and the HA Advisory board felt all Hospitality students, regardless of emphasis area, needed a specific course in guest services. The dining service management course was already refocusing on broader guest services so became the logical choice for the expanded course. This course will also serve as the guest services course for the proposed new associate of science degree in culinary which has yet to be approved.

D. How often will the course be offered.

Once each semester.

E. How will the course be staffed?

Current full time or adjunct faculty will teach this course.

F. When applicable, state with which departments you have specifically coordinated this change?

None. This course affects only the hospitality students.

G. How does this course integrate with the assessment process of the department?

This course will help students in their knowledge and understanding of the ACPHA accreditation standards listed below which are part of the Hospitality Administration Assessment Plan:

- the planning for an utilization and management of personnel, including the improvement of student understanding of human behavior
- quantitative methods and management information systems, including computer applications
- organization theory, behavior, and interpersonal communication

Assessment methods will include exams, comprehensive final, practical applications during labs/special events.



Arkansas Tech University
Department of Parks, Recreation and Hospitality Administration
CUL/HA 2063 Guest Services Management
Fall 2009

Hospitality Administration Mission Statement:

The mission of the Hospitality Administration Program is to provide quality education in Hospitality Administration and provide a foundation for professional growth and development. This is achieved by:

- Providing knowledge, skills and abilities through a comprehensive academic curriculum
- Demonstrating professionalism, leadership and high ethical standards by a competent faculty and administration
- Promoting community service and outreach
- Emphasizing the importance of research and continuing education
- Encouraging life-long learning

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 hours, lab minimum of three hours depending on the special event requirements. \$100 lab fee which helps to cover your meal costs and/or travel.

HA Course Number	HA Course Title	ACPHA Standard(s)	Learning Outcome(s)	Artifact(s)
HA 2063	Guest Services Management	The planning for and utilization and management of personnel, including the improvement of student understanding of human behavior;	<i>Identify and implement</i> professional service and etiquette as they relate to the hospitality industry.	Exams, Comprehensive Final, Practical applications during labs/special events
		Quantitative methods and management information	<i>Assess</i> the quantitative implications of poor guest	Exams, Comprehensive Final

		systems, including computer applications;	service on establishment profitability.	
		Organization theory, behavior, and interpersonal communication;	<i>Incorporate</i> "people skills" and communication skills to help prepare you to be an effective hospitality professional.	Exams, Comprehensive Final, Practical applications during labs/special events

Instructor: Ray Moll, MBA
105 Williamson
479-968-0607 Office
501-977-4258 Cell
Email: rmoll@atu.edu

Office Hours: By Appointment

Class Time(s): TBA

Location of Class: TBA

Required Text(s): *Life Beyond the Line, A front-of-the-house companion for culinarians*; Prentice Hall, Noel C. Cullen, ISBN 0-13-907585-2. *Customer Service*, Prentice Hall, National Restaurant Association Educational Foundation, ISBN 0-13-158913-X, *The Nordstrom Way to Customer Service Excellence: A Handbook for Implementing Great Service in Your Organization*, Third edition, John Wiley and Sons, Inc., ISBN 9780471702863

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. For the 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. Bistro-style aprons will be provided for your use during the dining service labs and will be washed and cared for by the manager for each event. 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 hotel front desks. A separate detailed handout will be presented at a later date with information regarding uniforms and personal hygiene.

Student Accommodations: 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 accommodation needs must register with the Disability Coordinator/University Testing Center at 479-968-0302.

Academic Honesty: Students are expected to be honest and truthful in and out of the classroom. Students will be required to submit their own original work. Students will be expected to:

- Present written work that is theirs alone.
- Correctly document any material from a textbook, pamphlet, journal, etc. that is used for an assignment.
- Only use authorized devices or material for examinations and no copying from other student's papers or tests.
- Document material correctly; as plagiarism is defined as stealing and presenting as one's own ideas or words those of another.

Any questions in reference to academic honesty can be found in the Arkansas Tech University Handbook. Be advised that any of your work including papers/reports may be reported to www.turnitin.com for plagiarism. Any student found cheating will be dealt with severe penalty, including expulsion from the University.

Classroom Procedure: Classroom procedure for this class may include all of the following formats: Lectures, discussions, group assignments, class demonstrations, student demonstrations, PowerPoint presentations, outside readings, field trips, varying lab formats, and/or guest speakers.

Field Trips: It is Arkansas Tech University policy that students are not required to attend field trips. However, in lieu of the field trip, a substitute project/paper may be required to be completed by the student not attending the field trip. Please see "Alternate Assignments" for the project/paper. The instructor will determine the length of the paper and the topic of the paper.

Field Trip Etiquette: The instructor expects all students to dress in a professional manner. No shorts or tank tops will be accepted. Shoes must be clean and polished. Please note personal hygiene guidelines indicated on a separate handout for hygiene expectations. You are representing Arkansas Tech University, the Hospitality Department and yourself. You only get once chance to make a "good" first impression.

Course Requirements: The following are course requirements for Guest Services 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 and lodging facilities during labs, including but not limited to dining room manager, host/hostess, beverage manager, server, expeditor, front desk, night audit, housekeeping.
- Completion of all assignments in a timely manner. All late work will decrease in value by 10% each day the assignment is later. Management reports are due on the next class meeting following the food service lab or the lodging lab.
- Completion of four (4) exams and one (1) comprehensive final over all materials covered in class as well as assigned outside readings and labs. You are required to take exams at the designated time and will only be allowed to make-up exams with a written medical or judicial excuse. If such a situation should occur, the instructor must be notified prior to the exam.
- No smoking during class times or during breaks.
- No use of any other type of tobacco products.
- No chewing of gum or use of candy.
- No food or beverage consumption during lectures, food and beverage consumption during labs will take place at the discretion of the instructor and/or the dining room manager. **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 BULLETIN BOARD IN KITCHEN.**
- **ALL CELL PHONES WILL BE TURNED OFF DURING LECTURES AND LABS.**
- One lab requirement must be from outside this class and in the area of banquet service or catering. The instructor will provide additional details of this requirement at a later date.

Exams: There are four (4) exams for this course and one (1) comprehensive final exam. Three of the exams will cover three (3) chapters and related topics and one will cover four (4) chapters and related topics. The exams will each weight 100 points. The final will be comprehensive and weight 200 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.

Banquet/Catering Service: You will be required to perform one outside service event dealing with banquet service or catering. You will be required to submit a two page paper on the event. The report will be worth 50 points. See "Alternate Assignments" for specific requirements of the paper.

Inspections: There will be an inspection of staff before each food service event and each lodging lab. The inspection will be performed by the dining room manager(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.

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 listed in this syllabus.

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 50 per lab) as deemed appropriate for disciplinary reasons. Attitude and appearance are both reasons for point deductions. **Positive attitudes are contagious.....catch one!**

Alternate Assignments: The instructor reserves the right to add and/or delete assignments from this syllabus. For projects/papers the following guidelines shall be adhered too: Cover page, references listed on reference page, typed in 12 point Times Roman font, with 1-inch margins and doubled spaced.

Methods of Evaluations:

4 Exams @ 100 points	= 400 points
Lab Reports 10 @ 50 points each	= 500 points
Management Reports 1 @ 50 points	= 50 points
Banquet/Catering Report 1 @ 50 points	= 50 points
Inspections 10 @ 50 points each	= 500 points
Comprehensive Final Exam	= 200 points
Total Points	= 1700 points

Grading Scale:	A = 90% or above
	B = 80-89%
	C = 70-79%
	D = 60-69%
	F = 59% or below

Remember: The Guest Services Management class and the Quantity 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. Bonus points will be given for your volunteer work on dates to be announced later. Please note that signing up for volunteer work and then not showing up will cause you to lose the same number of points that are being offered to those who do show up. This schedule is subject to change without prior written notice from the instructor.

TEAM = Together Everyone Accomplishes More

ATU Attendance Policy: 2008-2009 Undergraduate Catalog; page 72. 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. **NOTE: points will be given for class attendance.**

NOTE: Points are given for attendance on lecture dates and lab dates are mandatory attendance with no make-ups allowed.

Extra Credit: The instructor will offer extra credit or bonus points throughout the semester. Methods and point valuation of extra credit are at the discretion of the instructor and can be terminated and/or changed without prior notice.

Week By Week Breakout

Week 1	A Historical Overview of Service
Week 2	The Importance of Guest Service to Your Business
Week 3	Basic Concepts for High-Quality Guest Service
Week 4	Identifying Guest Expectations
Week 5	Ensuring Consistent Guest Service Value
Week 6	Exceeding People's Needs
Week 7	Service in Various Industry Segments
Week 8	The Legacy of Table Service
Week 9	Methods of Table Service
Week 10	Guest Relations & "People Skill" Techniques
Week 11	The Dynamics of Leadership
Week 12	Legal Issues in Service
Week 13	Bar & Beverage Service
Week 14	Service in Various Industry Segments
Week 15	Management's Role in Service

Comprehensive Final To Be Announced