Human Sciences
HMS 407.051L Customer Relations for the Hospitality Industry Lab
Fall 2018

Instructor: Dr. Chay Rees Runnels
Office: HMS N 107
Office Phone: 936-468-2060
Other Contact Information: 936-468-4502

Course Time & Location: R 9-2 p.m.
HMS S Room 108/ COE Annex Rm 121
Office Hours: TTR 2-3 p.m., W 1-2 p.m., F 10-12
Email: runnelsc@sfasu.edu
Credits: 2

Prerequisites: NONE

I. Course Description:
Application of customer relationships within the hospitality industries. Concepts include: guest services, building guest loyalty, and service quality. Must be taken concurrently with HMS 407.

II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):
The mission of the College of Education is to prepare competent, successful, caring and enthusiastic professionals dedicated to responsible service, leadership, and continued professional and intellectual development. The goals of this course support the goals of the COE by:

- Preparing leaders in the Texas hospitality field.
  - As one of the largest industries in Texas, the hospitality industry needs competent and skilled leaders. Students will develop a personal customer service mission statement.
- Provide a variety of teaching venues incorporating the latest technologies to a range of diverse student interests, backgrounds, and aspirations.
  - Students will have opportunities to experience all aspects of “front of the house” hospitality roles.
- Collaborate with external partners to enhance students’ knowledge, skills, and dispositions, and to influence the ongoing exchange of ideas for mutual benefit.
  - Outside resources will be employed to enhance the curriculum of this course through the use of guest speakers, video and world wide web.
- Engage in outreach services.
  - Students represent the hospitality program to the public by interacting in the Culinary Cafe
- Conduct research to advance knowledge and to contribute to the common good.
  - Students will work on real-life situations to gain hands-on experience in areas of customer service and meal management in hospitality.

The hospitality administration program at Stephen F. Austin is poised to attract students, to enhance university visibility and to prepare students to compete in the 21st century. Specific objectives of the Hospitality Administration major are to:

- Deliver an academic program that attracts non-traditional students as well as traditional students seeking an education at Stephen F. Austin.
- Prepare individuals for entry-level employment in the vast hospitality industry.
• Meet needs of students desiring an academic area that prepares for multiple types of employment, flexible scheduling, and mobility.
• Provide industry with well-prepared, qualified personnel.

This course is taught in tandem with HMS 404/HMS 404 L Advanced Culinary Preparation. Students are expected to treat students in HMS 404/HMS 404 L with respect and as team members. This course builds upon knowledge gained in HMS 139/HMS 139 Meal Management.

Program Learning Outcomes:

1. Resource Development: The Students will demonstrate the use of appropriate technology and sustainability in the hospitality industry.
2. The student will exhibit the professional behavior (strong communication skills, a professional image, a good work ethic and adequate preparation for employment in his/her specific discipline) expected in the field of Human Sciences.
3. The student will calculate, interpret and understand key ratios, financial statements and budgets, related to the hospitality industry.
4. The student will demonstrate a positive service attitude.

Student Learning Outcomes:
Upon successful completion of this course, students will be able:

• To examine trends impacting guest relationships
• To evaluate guest loyalty programs for the hospitality industry
• To apply knowledge of styles and service types used in the hospitality industry in real life situations

III. Course Assignments, Activities, Instructional Strategies, use of Technology:

Instructional Strategies:
This class uses hands-on lab experience.

Use of Technology may include: BRIGHTSPACE (MyCourses), internet assignments/activities/research, and word processing.

1. HMS 407L uses BRIGHTSPACE extensively for message boards, discussions, and course content. Information notices will be posted on the course home page. The homepage includes icons for class assignments, discussion board questions, and grades. Students are strongly encouraged to contact the instructor and/or other students via the homepage mail icon, chats, and/or discussion postings.

2. Course content is delivered via lectures, assigned readings, assignment, and discussion board questions directly relevant to the course content. Students should check the homepage on a bi-weekly basis for notices, mail, and assignments. Neglecting to check the homepage is NOT a valid excuse for missing an assignment due date.
3. Students should check their grade points at least once a week. Any discrepancies in points must be resolved within one week after assignment grades have been posted otherwise the posted grade points are considered final and will not be reviewed at a later date.

4. Assignments that are posted on the BRIGHTSPACE are predominately saved in the Word 2007 format. Students should make arrangements to secure the “patch” that will enable them to open these documents in advance, if they do not currently have or anticipate having access to the Word 2007 software. It would be virtually impossible for the instructor to save work in multiple formats to accommodate for all individual software available.

IV. Evaluation and Assessments (Grading):

**Lab Assignments (450 points) Each lab is worth 50 points**

Lab assignments will include in-class activities and dining room service/observation activities. Because of the large class size this semester, there will be some weeks when you will have OUTSIDE Lab assignments. Because every role during a lab is critical, attendance is essential. Every student will have an opportunity to be a co-GM. Students must come prepared to serve in APPROPRIATE LAB ATTIRE (outlined in a Lab attire section) The co-GM’s for each week will evaluate their staff and award up to 20 points based on attitude, timeliness, professionalism, effort, and performance. Each employee will award up to 20 points for each GM based on organization, attitude, effectiveness, tact, and ability to lead. If a student fails to attend the DEDUCTED from their grade and will not be allowed to be made up. The only exception is school sponsored activities with a note from sponsoring professor. Students must complete entire lab to receive daily points. (no leaving early unless pre-arranged and approved by Dr. Runnels)

Lab grading includes:

- **Attendance** (cannot be made up. If you are sick, you need to show up or contact Dr. Runnels before the lab. She will make the determination to send you home.)
- **Punctuality /Effort** 15 points
- **Appropriate lab attire** (clean, neat uniform, minimal jewelry – 1 ring, small earrings only, facial piercings removed) 15 points
- **Peer Evaluation** 20 points

**TOTAL** 50 points (450 points Total)

**Lab Hour Weekly Log (50 points each): Total 450 points**

Once a week you will check in with a report of your lab activity in Discussions on BRIGHTSPACE Logs are due each Monday at 10 p.m. every week of Culinary Café Service.

**Final – Lab Clean up Tuesday, December 11, 8 a.m. – 50 points**

Mandatory lab clean up during scheduled final time.
Service Learning Component - (must complete three 2 hour shifts to fulfill requirement) – 50 points

In order to prepare competent professionals for a global society the faculty of the hospitality program have implemented a service learning component across multiple courses. Students are required to sign up for APPROVED events outside of class time to fulfill this component. Hours will be documented by both the student and the approved site supervisor. Failure to complete six hours of service learning will result in no points awarded. This is an “all or nothing” assignment. SERVICE LEARNING LOGS must be completed by Dec. 1 and turned in. No service learning points will be given AFTER Dec. 1.

Additional information will be given in class for specific event times and dates. This service learning opportunity will expose students to the important cross-cutting themes within the Body of Knowledge of Human Sciences. These themes include: communication skills, critical thinking, diversity, global perspectives, professionalism, independence and community development.

Grading Criteria

Weekly Lab points (9 weeks x 100) 900 pts
Service Learning Component 50 pts
Final (LAB CLEANUP) 50 pts
TOTAL 1000 pts

Grade Points
A 1000-900
B 899-799
C 798-698
D 697-597
F under 597

Grading Criteria

Weekly Lab points (9 weeks x 100) 900 pts

Grade Points
A 900-910
B 909-820
C 819-730
D 729-639
F under 638
### V. Tentative Course Outline/Calendar:

<table>
<thead>
<tr>
<th>Date</th>
<th>SUBJECT</th>
<th>ASSIGNMENT</th>
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<tbody>
<tr>
<td>Week 1 August 27-Sept. 2</td>
<td>Lecture to support lab preparation</td>
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<tr>
<td>Week 2 September 3-9</td>
<td>Lecture to support lab preparation</td>
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<tr>
<td>Week 3 September 10-16</td>
<td>Lecture to support lab preparation</td>
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<td>Week 4 September 17-23</td>
<td>Lecture to support lab preparation</td>
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<td>Week 5 September 24-30</td>
<td>Service for Advanced Culinary</td>
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<td>Week 6 October 1-7</td>
<td>Service for Advanced Culinary</td>
<td>EDAN 121 Culinary Café</td>
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<td>Week 7 October 8-14</td>
<td>Service for Advanced Culinary</td>
<td>EDAN 121 Culinary Café</td>
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<td>Week 8 October 15-21 MID TERMS</td>
<td>Service for Advanced Culinary</td>
<td>EDAN 121 Culinary Café</td>
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<td>Week 9 October 22-28</td>
<td>Service for Advanced Culinary</td>
<td>EDAN 121 Culinary Café</td>
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<td>Week 10 October 29-Nov. 4</td>
<td>Service for Advanced Culinary</td>
<td>EDAN 121 Culinary Café</td>
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<td>Week 11 November 5-11</td>
<td>Service for Advanced Culinary</td>
<td>EDAN 121 Culinary Café</td>
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<td>Week 12 November 12-18</td>
<td>Service for Advanced Culinary</td>
<td>EDAN 121 Culinary Café</td>
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<td>Week 13 November 19-25</td>
<td>Thanksgiving Week</td>
<td>Happy Thanksgiving</td>
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<td>Week 14 November 29-Dec. 2</td>
<td>Service for Advanced Culinary</td>
<td>EDAN 121 Culinary Café</td>
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<tr>
<td>Week 15 December 3-9</td>
<td>Service for Advanced Culinary</td>
<td>EDAN 121 Culinary Café</td>
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<tr>
<td>Week 16 December 10-16 Dead Week</td>
<td>Finals week LAB CLEANUP TUESDAY December 11, 8 a.m.</td>
<td>LAB CLEANUP MANDATORY</td>
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VI. Readings/Lab Attire
Current trade and peer-review journals, Internet

Required Attire for Culinary Cafe:
White Chef’s coat with plain white t-shirt underneath or official Hospitality uniform t-shirt
black pants – no spandex, lyrca or yoga pants, not patterns or piping
black closed toed shoes (not athletic)
No fingernail polish, one ring only, facial piercings removed, stud earrings only.

Failure to be properly attired will result in removal from lab and no points earned that day.

LiveText
Required:
This course uses the LiveText data management system to collect critical assessments for students who are Perkins College of Education majors (undergraduate, graduate, and doctoral) or majors in other colleges seeking educator certification through the Perkins College of Education. Students who do not have an existing LiveText account will receive an access code via the SFA email system within the first week of class. You will be required to register your LiveText account, and you will be notified how to do this via email. If you forward your SFA e-mail to another account and do not receive an e-mail concerning LiveText registration, please be sure to check your junk mail folder and your spam filter for these e-mails.

If you have questions about obtaining or registering your LiveText account, call ext. 1267 or e-mail SFALiveText@sfasu.edu. Once LiveText is activated, if you have technical questions, call ext. 7050 or e-mail livetext@sfasu.edu. Failure to activate the account and/or submit the required assignment(s) within the LiveText system may result in course failure.

VII. Course Evaluations:

Near the conclusion of each semester, students in the College of Education electronically evaluate courses taken within the COE. Evaluation data is used for a variety of important purposes including: 1. Course and program improvement, planning, and accreditation; 2. Instruction evaluation purposes; and 3. Making decisions on faculty tenure, promotion, pay, and retention. As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the COE faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!

In the College of Education, the course evaluation process has been simplified and is completed electronically through MySFA. Although the instructor will be able to view the names of students who complete the survey, all ratings and comments are confidential and anonymous, and will not be available to the instructor until after final grades are posted.
VIII. Student Ethics and Other Policy Information:

Attendance: It is your responsibility to come to class and complete your assignments on time. Participation is extremely important to your success in this course. Missing a lab without prior approval will result in NO POINTS for that lab.

Regular, punctual attendance, documented participation, and, if indicated in the syllabus, submission of completed assignments is expected at all classes, laboratories, and other activities for which the student is registered. Based on university policy, failure of students to adhere to these requirements shall influence the course grade, financial assistance, and/or enrollment status. The instructor shall maintain an accurate record of each student’s attendance and participation as well as note this information in required reports and in determining final grades. Students may be excused from attendance for reasons such as health, family emergencies, or student participation in approved university-sponsored events. However, students are responsible for notifying their instructors in advance, when possible, for excusable absences. Whether absences are excused or unexcused, a student is still responsible for all course content and assignments. Students with accepted excuses may be permitted to make up work for up to three weeks of absences during a semester or one week of a summer term, depending on the nature of the missed work. Make-up work must be completed as soon as possible after returning from an absence.

Communications: I make every attempt to answer email and voice mail in a timely manner (within 24 hours). Please do not expect me to answer emails or voice mails over the weekend, or after office hours.

Students with Disabilities— Academic Accommodation for Students with Disabilities: Policy 6.1 and 6.6 To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Academic Honesty— Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

Definition of Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to:
- using or attempting to use unauthorized materials on any class assignment or exam;
- falsifying or inventing of any information, including citations, on an assignment; and/or;
- helping or attempting to help another in an act of cheating or plagiarism.

Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to:
- submitting an assignment as one’s own work when it is at least partly the work of another person;
submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or,
- incorporating the words or ideas of an author into one's paper or presentation without giving the author credit.

Penalties for Academic Dishonesty
Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university.

Student Appeals
A student who wishes to appeal decisions related to academic dishonesty should follow procedures outlined in Academic Appeals by Students (6.3).

Withheld Grades: Policy 5.5
At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy [i.e., Active Military Service (6.14)]. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Student Code of Conduct: Policy 10.4
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare: Early Alert Program at SFA. Information regarding the iCare program is found at https://www.sfasu.edu/judicial/earlyalert.asp or call the office at 936-468-2703.

Additional Information:
To complete Certification/Licensing Requirements in Texas related to public education and other professional settings, you will be required to:
1. Undergo criminal background checks for field or clinical experiences on public school campuses; the public school campuses are responsible for the criminal background check; YOU are responsible for completing the information form requesting the criminal background check. If you have a history of criminal activity, you may not be allowed to complete field or clinical experiences on public school campuses. At that point, you may want to reconsider your major while at SFASU.

2. Provide one of the following primary ID documents: passport, drivers license, state or providence ID cards, a national ID card, or military ID card to take the TExES exams (additional information available at www.texas.ets.org/registrationBulletin/ <http://www.texas.ets.org/registrationBulletin/>). YOU must provide legal documentation to be allowed to take these mandated examinations that are related to certification/licensing requirements in Texas. If you do not have legal documentation, you may want to reconsider your major while at SFASU.
3. Successfully complete state mandated a fingerprint background check. If you have a history of criminal activity, you may want to reconsider your major while at SFASU.

For further information concerning this matter, contact Katie Snyder 936-468-1740 or snyderke1@sfasu.edu.

LiveText
Upon your enrollment in this course, if you do not already have an existing LiveText account, you should receive an access code for a free LiveText account. LiveText is a data management system that you will use to submit designated assignments in this course. The access code will come to you directly from the LiveText system to your SFA email account. If you do not receive this code by the end of the first week of class, please check you junk e-mail. If you still do not have the message, please contact the SFA LiveText coordinator at livetext@sfasu.edu. Once you have received the access code, it is YOUR responsibility to activate the account. Failure to activate the account and/or submit the required assignment(s) could result in course failure.

IX. Other Relevant Course Information:
Be prepared to participate and fully engage in class discussion.
Assignments are due the assigned date.
No makeups for missed assignments will be given.