HMS 407.001 Customer Relations for the Hospitality Industry
Spring 2018

Instructor: Dr. Chay Rees Runnels
Course Time & Location: R 8-8:50
HMS 102/ COE Annex Rm 121

Office: HMS N 107
Office Phone: 936-468-2060
Office Hours: M 10-12, W 1-3, F 11-noon
Credits: 1

Office: HMS N 107
Office Phone: 936-468-4502
Email: runnelsc@sfasu.edu

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 407L.

Note: There is a critical assignment in this course “Personal Customer Service Statement” that is assessed as a program learning outcome.

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.
  o 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.
  o 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.
  o 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.
  o 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.
  o 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 explain the basic concepts of customer relations for hospitality industries
• To identify trends impacting guest relationships
• To evaluate and construct guest loyalty programs for the hospitality industry
• To identify styles and service types used in the hospitality industry

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

Instructional Strategies:
This class uses a “flipped” classroom where students are expected to do reading outside of class and come prepared to do hands-on activities in class.

Use of Technology may include: D2L, Internet assignments/activities/research, and word processing.

1. HMS 407 uses D2L 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 D2L 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.

5. The Personal Customer Service Statement Paper is a critical assessment that must be submitted in LiveText. This assessment is related to PLO 4 – The Student will demonstrate a positive service attitude.

IV. Evaluation and Assessments (Grading):

**Attendance (50 points)**
Attendance is expected and mandatory. There are 50 attendance points for the lecture. Each missed day results in 10 points deducted from the total attendance.

**Bio for Cafe (50 points)**
Students will create a biography for the culinary café iPads to be used during the Culinary Café Labs. The bio and photograph will be submitted via drop box by **February 1 at 10 p.m.** Failure to submit a photo will result in your student id photo used on the café iPads.

**Reading Discussion Postings/quizzes 100 points**
In an effort to motivate you to read the assigned material, you will be required to post answers to discussion questions. Your responses should be complete – and at least 1 substantial paragraph in length. These are not optional postings, and I expect EVERYONE to participate. If by mid-semester I find that students are not responding to reading discussion questions, we may switch to a reading quiz format.

**Discussion Question 1 25 points**
*Think about why you decided to go into the hospitality industry. What skills do you need to develop to be able to deliver consistent quality service to your guests and customers?*
Due January 22 by 10 p.m.

**Discussion Question 2 25 points**
*Post a customer service success story and a customer service horror story. Why do you think it is easier for us to remember customer service horror stories, than customer service successes? Comment on at least 2 of your colleague’s postings to receive full credit (not optional)*
Due January 29 by 10 p.m.
Discussion Question 3  
25 points
Have you ever been rewarded for good service by your employer or organization? Did the promise of recognition or reward motivate you to perform at a higher level?
Due February 5 2015 by 5 p.m.

Discussion Question 4  
25 points
Name a trend in customer service delivery that you feel will impact our industry most. Explain your choice fully. Comment on at least 2 of your colleague’s postings.
Feb 12 2015 by 5 p.m.

Exams (3 @ 100 points each). The exams will cover the material in your textbooks as well as information that has been presented in the learning modules and in the readings. They are designed to gauge your progress toward mastering the assigned material. The exams are worth a total of 300 points. **MAKEUPS ARE ONLY GIVEN WITH PRIOR PERMISSION FROM INSTRUCTOR. MAKEUPS WILL BE GIVEN FOLLOWING THE FINAL EXAMINATION. ONLY ONE MAKEUP PER SEMESTER WILL BE ALLOWED. EXAMS ARE GIVEN ONLINE.**

Exam 1 – Chapters 1-4, Customer Service Book, Gross Ch. 1-4  
**Thursday, Feb 1 2016 Exam opens 2 p.m.- closes Friday, February 2 at 10 p.m.**

Exam 2 Chapters 5-8 Customer Service Book, Gross Chapters 5-8  
**Thursday, February 15 Exam opens 2 p.m. – closes Friday, February 16 at 10 p.m.**

ManageFirst Customer Service (Students seeking NRAEF Certification must have online code or scantron from textbook)  
**Tuesday February 27 or Thursday March 1 at 9:30 a.m. IN PERSON IN CLASS.**

TABC Certification (online)  
50 points
Visit [www.tabctogo.com](http://www.tabctogo.com) or other online TABC certification program and complete the online certification ($15.95) by **February 14** If you are already TABC certified you must upload a copy of your existing certificate in Dropbox.

**FINAL EXAM**

**Personal Customer Service Statement (100 points) turn in via LiveText**
You will develop a personal customer service statement that brings together customer service management strategies discussed in class and documents transformative experiences within the context of the Culinary Cafe. The statement should be at least two pages in length, type-written and include citations in APA format. **SEE ATTACHED RUBRIC** This assignment must be turned in using a LiveText account if you are a School of Human Sciences major. Required program assignments that are connected to courses across your major/minor must be submitted through LiveText. Failure to submit required assignments into the LiveText system by the posted due date will result in a grade of 0.

Due Tuesday May 9 at 10:30 a.m. in LIVETEXT.
HMS 407 Customer Service Attitude Paper Grading Rubric

Name________________________

<table>
<thead>
<tr>
<th>ATTRIBUTE</th>
<th>Below Expectations</th>
<th>Meets Expectations</th>
<th>Exceeds Expectations</th>
<th>Score</th>
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<tbody>
<tr>
<td><strong>ANALYZE &amp; EXAMINE</strong> (20 pts)</td>
<td>Separates into few parts. Detects few connections or patterns.</td>
<td>Sifts and organizes information. Detects patterns. Connects information to explain the topic.</td>
<td>Prospects for patterns and connections. Uses plans or models to explain the nature of the whole topic.</td>
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<tr>
<td><strong>CONSTRUCT &amp; SYNTHESIZE</strong> (20 pts)</td>
<td>Applies little information. Combines few facts or ideas. Needs more development.</td>
<td>Assembles and combines new knowledge to form a coherent whole.</td>
<td>Combines facts and ideas to create new knowledge that is comprehensive and significant.</td>
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<td><strong>REFLECT &amp; INTERPRET</strong> (20 pts)</td>
<td>Conceives few ideas. Draws few inferences. The meaning of the topic is vague.</td>
<td>Uses perspectives and insights to explain relationships. Reflects real life.</td>
<td>Point of view reveals meaning of topic with insight into its significance. Applies to real life.</td>
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<td><strong>PERSONAL IDEOLOGY</strong> (20 pts)</td>
<td>Demonstrates little or no insight into personal attitudes of customer service.</td>
<td>Demonstrates insights into personal attitudes of customer service.</td>
<td>Demonstrates complex insight into personal attitudes of customer service. Uses examples from text and discussion to support stand.</td>
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NOTE: Further explanation of assignments will be discussed in class and/or during office hours on an individual basis. Also, tutors are available for assistance through Academic Assistance and Resource Center (AARC) located in the Steen Library.
Grading Criteria

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
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<tbody>
<tr>
<td>ATTENDANCE</td>
<td>50 pts</td>
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<tr>
<td>Discussion/Quizzes</td>
<td>100 pts</td>
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<tr>
<td>TABC certification</td>
<td>50 pts</td>
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<td>BIO for Café</td>
<td>50 pts</td>
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<tr>
<td>Examinations (3)</td>
<td>300 pts</td>
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<tr>
<td>Personal Customer Service Statement</td>
<td>200 pts</td>
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<td><strong>Total points</strong></td>
<td>750 pts</td>
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Grade Points:

- A: 750-675
- B: 674-599
- C: 559-524
- D: 523-448
- F: under 448

There are enough daily points for YOU to impact your grade. The grade you receive is the grade you earned.

The grading scale:

A: 90-100%
B: 89-80%
C: 79-70%
D: 69-60%
F: below 60%

A grade of A indicates excellent; B, good; C, average; D, passing; F, failure.

Every student should not expect an “A”! It is the people who display the above characteristics, AS WELL AS HAVING SOUND TECHNICAL ABILITY AND THE THEORETICAL KNOWLEDGE who receives the “excellent” grade.

A grade of “B” or “C” should not be perceived as failure.

A grade of “B” means “good” and a grade of “C” means “average”. Not everyone is an “outstanding” student.

A grade of “D” or “F” is appropriate when a student does not perform, does not know basic information or display basic skills, or if a student has a “real” attitude problem.
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</td>
<td>Introduction to course and Customer Relations</td>
<td><strong>Gross Chapter 1</strong></td>
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<td>January 16-20</td>
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<td>Week 2</td>
<td>Importance of Customer Service</td>
<td><strong>Gross Chapter 2 , NRAEF Ch. 1-2</strong></td>
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<td>January 21-27</td>
<td>Customer Centric Service</td>
<td><strong>Texas Friendly</strong></td>
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<td><strong>Discussion Question 1 Due</strong></td>
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<td>Week 3</td>
<td>Designing and Implementing Customer Service</td>
<td><strong>NRAEF Ch 3-4, Gross Chapters 3-4</strong></td>
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<td>January 28-29</td>
<td>Customer Service</td>
<td><strong>Mise en place</strong></td>
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<td>The Professional Server</td>
<td><strong>Discussion Question 2 Due</strong></td>
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<td><strong>Exam 1 online</strong></td>
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<td>Week 4</td>
<td>Greeting and Seating Customers</td>
<td><strong>Gross Ch. 5-6, NRAEF Chapter 5-6</strong></td>
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<td>February 4-10</td>
<td>Dining Room Service</td>
<td><strong>Discussion Question 3 Due</strong></td>
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<td>Week 5</td>
<td>Guest Payment and Service Recovery</td>
<td><strong>Gross Chapter 7-8, 13; NRAEF 7-8</strong></td>
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<td>February 11-17</td>
<td>Marketing the Positive Guest Experience</td>
<td><strong>Discussion Question 4 Due</strong></td>
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<td><strong>Exam 2 online</strong></td>
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<td>Week 6</td>
<td>Lecture Application in Lab</td>
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<td>February 18-24</td>
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<td>Week 7</td>
<td>Lecture Application in Lab</td>
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<td>February 25-26</td>
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<td>Week 8</td>
<td>Lecture Application in Lab</td>
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<td>March 4-10</td>
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<td>March 11-17</td>
<td>Spring Break</td>
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<td>Week 9</td>
<td>Lecture Application in Lab</td>
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<td>March 18-24</td>
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<td>Week 10</td>
<td>Lecture Application in Lab</td>
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<td>March 25-31</td>
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<td>Week 11</td>
<td>Lecture Application in Lab</td>
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<td>April 1-7</td>
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<td>Week 12</td>
<td>Lecture Application in Lab</td>
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<td>April 8-14</td>
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<td>Week 13</td>
<td>NO LECTURE</td>
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<td>April 15-21</td>
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<td>Week 14</td>
<td>Lecture Application in Lab</td>
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<td>April 22-28</td>
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<td>Week 15</td>
<td>Lecture Application in Lab</td>
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<td>April 29-May 5</td>
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**Week 16**
**Dead Week**
**May 6-12**

| Personal Customer Service Statement Due/Lab Cleanup | Tuesday at 8 a.m.-10:30 a.m. |

**VI. Readings:**


Current trade and peer-review journals

Internet

Required Attire for restaurant service: White Chef’s coat, white plain t-shirt for wearing under chef’s coat, black pants, black closed toed shoes. 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.

**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 email 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 SFA.LiveText@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.

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**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 are 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 reprand, 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](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.texes.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 is the data management system used by the Perkins College of Education for program improvement, accountability, and accreditation. All PCOE majors and Secondary Education minors are required to purchase a LiveText account, either through the University Bookstore or at www.livetext.com. This is a one-time purchase and the account will be used throughout your program. Required program assignments that are connected to courses across your major/minor must be submitted through LiveText. Failure to submit required assignments into the LiveText system will result in a penalty assessed to the assignment grade.

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.