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. Lab Fee; $10.00

Course Modality: This course is taught face-to-face.

Course Justification: Lab class will meet for 6 hours per week starting the 6th week of class through the end of the semester (10 weeks). This fulfills 60, face-to-face contact hours. Service-learning activities totaling 6 hours is also included in the total out-of-class time calculations.

PCOE Diversity Statement:
The James I. Perkins College of Education is committed to proactively recruiting and retaining a diverse faculty, staff, and student population. Through open dialogue, mutual respect and shared responsibility, faculty, staff and students will demonstrate an understanding and sensitivity to ethnicity, race, gender, exceptionalities, culture, language/dialect, age, social class, family structure, sexual orientation, religion and spiritual values in order to enhance the quality of life in a diverse, global community.

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 RSTO 4104/RSTO 4204 L Advanced Culinary Preparation. Students are expected to treat students in RSTO 4104/RSTO 4204 L with respect and as team members. This course builds upon knowledge gained in CHEF1239/ CHEF1239L Management in Meal Production.

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. RSTO 4207 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.

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 activities. Because every role during a lab is critical, attendance is essential. Every student will have an opportunity to be a GM. Students must come prepared to serve in **APPROPRIATE LAB ATTIRE** (outlined in a Lab attire section) The GM’s for each week will evaluate their staff and award up to 50 points based on timeliness, appearance, hygiene, overall service. Each employee will award up to 50 points for each GM based on organization, attitude, communication, ability to lead, and overall management skills. If a student fails to attend the DEDUCTION 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. Olle)

Lab grading includes:

<table>
<thead>
<tr>
<th>GM Evaluation</th>
<th>50 points per lab</th>
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<tbody>
<tr>
<td>On time</td>
<td>10 points</td>
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<tr>
<td>Uniform Clean</td>
<td>10 points</td>
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<tr>
<td>Hygiene</td>
<td>10 points</td>
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<tr>
<td>GM variable points</td>
<td>0 – 20 Points</td>
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<table>
<thead>
<tr>
<th>Peer Evaluations</th>
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<tr>
<td>Communication Skills</td>
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<td>Leadership Skills</td>
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Attitude 10 points
Organizational Skills 10 points
Overall Management 10 points

TOTAL 50 points/ GM or Peer

Attendance Grade (50 pts each day) Total 450 points

Attendance (cannot be made up. If you are sick, contact Dr. Olle as soon as possible and file absence with the Office of Student Rights and Responsibilities.

Attendance: It is your responsibility to come to class and complete your responsibilities on time.

Participation is extremely important to your success in this course. Attendance is expected and mandatory. There are 50 attendance points for the lecture. Missing a lab without prior approval will result in NO POINTS for each day missed. Coming to class late will result in 5-point deduction.

Final Lab Clean Up Tuesday, December 12 Total 100 points.
Mandatory Lab clean up during scheduled exam final time.

Service-Learning Component (must complete 6 hours) – 50 points
In order to prepare competent professionals for a global society the faculty of the hospitality program has 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 on the Service Hour Sheet located on the homepage of the course. Failure to complete a total of six hours of service learning, unprofessional behavior at the event, no shows, and/or removing your name after signing up will result in no points awarded. This is an “all or nothing” assignment. To receive credit, your completed Service-Learning Log must be submitted under the Service-Learning Log Assignment posted in Assignments in D2L by the Due Date.

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
Attendance (9 weeks X 50) 450 pts
Weekly Lab points (9 weeks x 50) 450 pts
Service-Learning Points 50 pts
Final Cleanup 100 pts
TOTAL 1050 pts

Grade Points
A 1050 – 945
B 944 – 840
V. Tentative Course Outline/Calendar:

<table>
<thead>
<tr>
<th>Date</th>
<th>SUBJECT</th>
<th>ASSIGNMENT</th>
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<tbody>
<tr>
<td><strong>Week 1 (8/28 – 9/1)</strong></td>
<td>- Introduction to course and Customer Relations</td>
<td>Get to Know You</td>
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<tr>
<td>August 31</td>
<td>- Importance of Customer Service</td>
<td>NRAEF Ch. 1-2</td>
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<td>- Customer Centric Service</td>
<td>NRAEF Ch 3-4</td>
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<td></td>
<td>- Designing and Implementing Customer Service</td>
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<td></td>
<td>- The Professional Server</td>
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<tr>
<td><strong>Week 2 (9/4 – 8)</strong></td>
<td>- Greeting and Seating Customers</td>
<td>Texas Friendly</td>
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<td>September 7</td>
<td>- Dining Room Service</td>
<td>NRAEF Chapter 5-6</td>
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<td></td>
<td></td>
<td>DUE: Exam 1 online</td>
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<td></td>
<td>Friday, September 8 by 11:30 pm</td>
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<td></td>
<td></td>
<td>September 8 Ticket sales open from 4 – 5 ONLY</td>
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<tr>
<td><strong>Week 3 (9/11 – 15)</strong></td>
<td>- Guest Payment and Service Recovery</td>
<td>NRAEF 7-8</td>
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<td>September 14</td>
<td>- Marketing the Positive Guest Experience</td>
<td>DUE: Cash Register PCI Training/Cash Handling Training by Friday, September 15, 11:30 pm in Dropbox</td>
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<tr>
<td><strong>Week 4 (9/18 – 22)</strong></td>
<td>- Marketing the Positive Guest Experience</td>
<td>DUE: Exam 2 online</td>
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<tr>
<td>September 21</td>
<td></td>
<td>Friday, September 22, by 11:30 pm</td>
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<tr>
<td><strong>Week 5 (9/25 – 29)</strong></td>
<td>Server Practice</td>
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<td>September 28</td>
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<tr>
<td><strong>Week 6 October 3, 5</strong></td>
<td>First day of Café and LE Lecture Application in Lab</td>
<td>Lecture Application in Lab</td>
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<td>Lecture Application in Lab African - Chairs/Creole</td>
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<tr>
<td><strong>Week 7 October 10, 12</strong></td>
<td>Lecture Application in Lab Country Cooking/Latin</td>
<td>Lecture Application in Lab</td>
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<tr>
<td><strong>Week 8 October 17, 19</strong></td>
<td>Lecture Application in Lab Cajun/European</td>
<td>Lecture Application in Lab</td>
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<td><strong>Week 9 October 24, 26</strong></td>
<td>Lecture Application in Lab Fusion/Asian</td>
<td>Lecture Application in Lab</td>
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<tr>
<td><strong>Week 10 Oct 31, Nov 2</strong></td>
<td>Lecture Application in Lab Texas BBQ/Fusion</td>
<td>Lecture Application in Lab</td>
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<tr>
<td><strong>Week 11 Nov 7, 9</strong></td>
<td>Lecture Application in Lab Latin – Chairs/Cajun</td>
<td>Lecture Application in Lab</td>
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<tr>
<td><strong>Week 12 Nov 14, 16</strong></td>
<td>Lecture Application in Lab European/African</td>
<td>Lecture Application in Lab</td>
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<tr>
<td><strong>Week 13 Nov 20, 24</strong></td>
<td>Thanksgiving Break</td>
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VI. Readings/Lab Attire
Current trade and peer-review journals, Internet

Required Attire for Culinary Cafe:

Required Attire for restaurant service: You will be issued a grey shirt, tie, and apron. You are responsible for having black chef pants, black non-slip closed toe shoes. When assigned bussing and beverage, chef jacket, black chef pants, and non-slip black shoes. Attire for the LEX is an SFA purple shirt (T-shirt) in good repair, black chef pants, and non-slip black 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. You cannot make up labs if removed because of improper uniform.

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. Attendance is expected and mandatory. There are 50 attendance points for the lecture. Missing a lecture without prior approval will result in NO POINTS for each day missed. Coming to class late will result in 5-point deduction.
Class Attendance and Excused Absence: Policy 6.7

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 (including the first 12-day attendance report) 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. Absences must be file/report to the Office of Student Rights and Responsibilities. 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.

Academic Integrity (4.1)
The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.
Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

**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;
- 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;
- 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**

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the coursework because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a W, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course to compute the grade point average. For additional information, go to [https://www.sfasu.edu/policies/course-grades-5.5.pdf](https://www.sfasu.edu/policies/course-grades-5.5.pdf).

Upon the request from student to the instructor of record and at the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH may 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.

If a student has been found guilty of academic dishonesty, a grade of “WP” or “WH” may be changed to “WF” at the discretion of the faculty member. In the case of a grade change to “WF”, the course will not count towards the six course drop limit since the student is incurring an academic penalty.

### Student Code of Conduct: Policy 10.4
Disorderly conduct including but not limited to: (a) disruption or Interference of Students, faculty, administration, staff, the educational mission, or routine operations of the University. (b) Commercial solicitation on campus or with University resources without prior approval from University officials. (c) Failure to comply with a reasonable and lawful request or directive of University Officials. (d) Facilitation of Student misconduct including but not limited to assisting, conspiring, soliciting, or encouraging others to engage in conduct which violates the Student Code of Conduct. More information on Student Code of Conduct can be found at [https://www.sfasu.edu/policies/student-code-of-conduct-10.4.pdf](https://www.sfasu.edu/policies/student-code-of-conduct-10.4.pdf)

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 Early Alert Program at SFA.

SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support student's mental health and wellness. Many of these resources are free, and all of them are confidential.

**On-campus Resources:**
SFASU Counseling Services  
[www.sfasu.edu/counselingservices](http://www.sfasu.edu/counselingservices)  
3rd Floor Rusk Building  
936-468-2401

SFASU Human Services Counseling Clinic  
[www.sfasu.edu/humanservices/139.asp](http://www.sfasu.edu/humanservices/139.asp)  
Human Services Room 202  
936-468-1041

**Crisis Resources:**
Burke 24-hour crisis line 1(800) 392-8343  
Suicide Prevention Lifeline 1(800) 273-TALK (8255)  
Crisis Text Line: Text HELLO to 741-741

### 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.