School of Human Sciences  
RSTO 4107.001 Managing the Guest Experience in Hospitality  
Spring 2024

Instructor: Dr. Mary Olle  
Office: HMS N 106 B  
Office Phone: 936-468-1872  
Other Contact Information: 936-468-4502  
Prerequisites: None

Course Time & Location: R 9:30 am – 12:10 pm  
January 17 – February 15 ONLY; 1401 Mound  
Office Hours: M 12:00 – 3:00 pm, T 3:00 – 4:00 pm  
F 10:00 – 11:00 am F2F and by ZOOM appointment  
Credits: 3  
Email: ollemary@sfasu.edu  
Please correspond through D2L; response to emails will be within 24 - 48 hrs. during regular hours.

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 RSTO 4207L.  
Note: There is a critical assignment in this course “ManageFirst Customer Service Certification” that is assessed as a program learning outcome.

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

Course Justification: The lecture component, taken concurrently with the lab, will meet the first 5 weeks of the semester fulfilling 15 contact hours required for a 1 credit hour lecture class. Students will also spend 30 total hours, 2 hours per credit per week, outside of class to prepare for exams and experiential classroom activities as described in the syllabus. This course may include instructional time that is delivered asynchronously. Examples of asynchronous instruction may include (but not limited to): written content, video content, discussions, case studies, synthesis exercises, reflection activities, peer review, and skills practice.

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.

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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 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.

**Program Learning Outcomes:**

- **PLO 1** - Resource Development: The Students will demonstrate the use of appropriate technology and sustainability in the hospitality industry.
- **PLO 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.
- **PLO 3** - The student will calculate, interpret and understand key ratios, financial statements and budgets, related to the hospitality industry.
- **PLO 4** - The student will demonstrate a positive service attitude through transformational experiences.

**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
- Describe how restaurant and foodservice managers should establish priorities.
- Explain why operating standards are important and how managers can enforce them (policies, procedures).
• Describe how restaurant and foodservice managers should develop and submit reports to upper management.
• Identify, implement, and review sales and service goals for the front of the house (upselling, salesmanship, customer service program, special needs).
• Identify, implement, and review production and quality goals for the back of the house.
• Review how tools (checklists, communication logs, etc.) can be used to monitor quality.
• Describe the main methods managers use to assess product quality (primarily customer feedback).
• Describe the key areas managers evaluate when assessing service quality (promptness and cleanliness).
• Identify how to assess service and production needs throughout a shift (staffing, prep levels).
• Explain the need for meetings to be effectively managed.
• Describe procedures for planning and conducting effective meetings.
• List the steps to develop and manage an effective customer feedback program.
• Describe the procedures managers use to address customer complaints.
• Explain the need for effective work schedules.
• Describe how to create and distribute work schedules (crew, staff, team, FOH, BOH, managers, etc.).
• Identify common practices helpful for monitoring employees during work shifts (line-up meetings, coaching, etc.).
• Explain methods for analyzing during and after-shift labor information.

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: BRIGHTSPACE, Internet assignments/activities/research, and word processing.

1. RSTO 4107 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.

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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):

**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. Points will be deducted for late attendance.

**PCI/Cash Register Training 200 points**
Students will complete the PCI/Cash Register Trainings in class. Due February 2, by 11:30 pm

**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,**
Exam opens Thursday, January 25 at 2 p.m.-- closes Friday, January 26 at 11:30 p.m.
This exam meets the following TEA Standards:
4.9s explain safety and sanitation procedures related to food storage, transportation, preparation, and service;
4.15s evaluate the social, psychological, and cultural aspects of food and dining (e.g., family, friends, and business).
5.2k the relationship of product, preparation, and delivery service to success in the food, lodging, and hospitality industries;
5.3k principles and procedures of health, safety, sanitation, and environmental protection; 5.4k management functions and structures in food, lodging, and hospitality industries;

**Exam 2 Chapters 5-8 Customer Service Book,**
Exam opens Thursday, February 8, 2:00 p.m. -- closes Friday, February 9, at 11:30 p.m.
This exam meets the following TEA Standards:
5.8k job-related competencies and skills needed for employment in food, lodging, and hospitality industries;
5.10k the role of quality assurance in food, lodging, and hospitality industries.
5.1s demonstrate health, safety, sanitation, and environmental protection procedures used in food, lodging, and hospitality industries;
5.2s demonstrate the use of supplies, tools, equipment, and other technologies used in the food, lodging, and hospitality industries;
5.7s demonstrate the various types of table settings and food service techniques in residential, commercial, and institutional settings;
5.8s practice etiquette, food presentation, and table service appropriate for specific situations;
5.9s describe customer and guest service practices; 5.10s explain key factors in the design, development, and maintenance of industry facilities;
5.11s explain key responsibilities of employees, supervisors, and managers in food, lodging, and hospitality industries.

NOTE: Further explanation of assignments will be discussed in class and/or during office hours on an individual basis.

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Grading Criteria

<table>
<thead>
<tr>
<th>ATTENDANCE</th>
<th>50 pts</th>
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<tbody>
<tr>
<td>PCI/Cash Register Training</td>
<td>200 pts</td>
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<tr>
<td>Examinations (2)</td>
<td>200 pts</td>
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<tr>
<td>Total points</td>
<td>450 pts</td>
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<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tr>
<td>A</td>
<td>450 – 405</td>
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<tr>
<td>B</td>
<td>404 – 360</td>
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<tr>
<td>C</td>
<td>359 – 315</td>
</tr>
<tr>
<td>D</td>
<td>314 – 270</td>
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<tr>
<td>F</td>
<td>under 270</td>
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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 (1/18-20)</td>
<td>• Introduction to course and Customer Relations&lt;br&gt;• Importance of Customer Service&lt;br&gt;• Customer Centric Service</td>
<td>Get to Know You&lt;br&gt;NRAEF Ch. 1-2&lt;br&gt;NRAEF Ch 3-4</td>
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<tr>
<td>January 18</td>
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| Week 2 (1/22 - 26) | • Designing and Implementing Customer Service  
• The Professional Server  
• Service Overview | Texas Friendly  
NRAEF Chapter 5-6  
**DUE: Exam 1 online**  
**Friday, January 26 by 11:30 pm**  
January 26 Ticket sales open from 4 – 5 ONLY |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| **January 25**    | • Greeting and Seating Customers  
• Dining Room Service  
• GM Checklist/Duties |  |
| Week 3 (1/29 – 2/2) | • Guest Payment and Service Recovery  
• Marketing the Positive Guest Experience | **NRAEF 7-8**  
**DUE: Cash Register PCI Training/Cash Handling Training by Friday, February 2, 11:30 pm in Dropbox**  
January 26 Ticket sales open from 4 – 5 ONLY |
| **February 1**    |  |
| Week 4 (2/5 - 9)  | Practice Service |  
**DUE: Exam 2 online**  
**Friday, February 9, by 11:30 pm** |
| **February 8**    |  |
| Week 5 (2/12 - 16) | Practice Service |  |
| **February 15**   |  |
| Week 6  
**February 20, 22** | First day of Café and LE  
Lecture Application in Lab  
African - Chairs/Cajun | Lecture Application in Lab |
| Week 7  
**February 27, 29** | Lecture Application in Lab  
Country Cooking/Asian - FBC | Lecture Application in Lab |
| Week 8  
**March 5, 7**    | Lecture Application in Lab  
Mediterranean – Chairs/Fusion | Lecture Application in Lab |
| **March 11 - 15** | SPRING BREAK |  |
| Week 9  
**March 19, 21**  | Lecture Application in Lab  
TX BBQ/African | Lecture Application in Lab |
| Week 10  
**March 26, 28**  | Lecture Application in Lab  
Cajun/EASTER BREAK | Lecture Application in Lab |
| Week 11  
**April 2, 4**    | Lecture Application in Lab  
Asian – Chairs/Creole | Lecture Application in Lab |
| Week 12  
**April 9, 11**   | Lecture Application in Lab  
Latin/European | Lecture Application in Lab |
| Week 13  
**April 16, 18**  | Lecture Application in Lab  
Fusion/Country Cooking | Lecture Application in Lab |
| Week 14  
**April 23, 25**  | Lecture Application in Lab  
African/Latin | Lecture Application in Lab |
| Week 15  
**April 30, May 2** | Lecture Application in Lab  
Creole/Texas BBQ | Lecture Application in Lab |
| Week 16  
**Final May 7**   | Final Exam  
10:30 am |  |

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ISBN: 0132724545 (Purchasing a used book if fine!); Current trade and peer-review journals and Internet.

Required Attire for Culinary Cafe Lab:
All student MUST have Closed-Toe Black Slip-resistant shoes, Black Cotton Pants or Chef Pants.
All uniforms MUST be clean and professional in appearance.
You will be issued a shirt, tie, and apron each day for Café lab.
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 Policy

Institutional Absences (HOP 04-110)
An Institutional Absence may be granted to a student who participates as a representative of the University in academic (including research), extra- or cocurricular, or athletic activities. Students will be excused for institutional purposes from otherwise required academic activity only when a valid Institutional Absence is approved by the appropriate administrative unit or official and the documentation of approval is provided to the faculty member at least five (5) days in advance.

Institutional absences will not be approved for keystone events, defined as: a special or unique assignment, test, project, experience, or other academic exercise identified by the Faculty member as critical for successful completion of standards of the class and unable to be missed. These events must be identified on the syllabus at the beginning of the semester and communicated to the students. Events added to the syllabus at a later date will not qualify for Keystone Event status. Keystone Events where the date/time is changed will no longer be considered a Keystone Event. Students should make themselves aware of any Keystone Events identified in the syllabus to ensure there are no conflicts.

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For keystone events where the assignment dates vary, it is incumbent upon the students to work with their faculty member to not select a conflicting date.

More information on Institutional Absences, including how to apply, can be found at https://www.sfasu.edu/deanofstudents/student-resources/institutional-absences.

**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 lecture without prior approval will result in NO POINTS for the day missed.** 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. You must notify the instructor prior to class if you are unable to attend with documentation filed with the Office of Student Rights and Responsibilities. Arriving late to class will result in point deduction.

**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.

**Code of Student Conduct and Academic Integrity (In addition, you may include your guidelines for academic integrity as appropriate).**

- The Code of Student Conduct and Academic Integrity (HOP 04-106) 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.

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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. For additional information, go to https://www.sfasu.edu/docs/hops/04-106.pdf.

Withheld Grades Semester Grades Policy (HOP policy 02-206)
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 WH, 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/docs/hops/02-206.pdf.

- **Students with Disabilities**
  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 / 468-1004 (TDD) 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 promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

- **Student Wellness and Well-Being**
  SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

  If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

- **Other important course-related policies:**
  ***Other SFA policy information is found in the Handbook of Operating Procedures (HOP)***

**IX: Resources**
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• **On-campus Resources:**
  o **The Dean of Students Office** (Rusk Building, 3rd floor lobby)
    www.sfasu.edu/deanofstudents
    936.468.7249
    dos@sfasu.edu
  o SFASU Counseling Services • www.sfasu.edu/counselingservices
    Health and Wellness Hub (corner of E. College and Raguet) • 936-468-2401
  o SFASU Human Services Counseling Clinic •
    www.sfasu.edu/humanservices/139.asp
    Human Services Room 202 • 936-468-1041
  o **The Health and Wellness Hub** “The Hub”
    Location: corner of E. College and Raguet St.
    ▪ To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:
       Health Services
       Counseling Services
       Student Outreach and Support
       Food Pantry
       Wellness Coaching
       Alcohol and Other Drug Education
    www.sfasu.edu/thehub
    936.468.4008
    thehub@sfasu.edu
  ▪ **Crisis Resources:**
     Burke 24-hour crisis line 1(800) 392-8343
     National Suicide Crisis Prevention: 9-8-8
     Suicide Prevention Lifeline 1(800) 273-TALK (8255)
     Crisis Text Line: Text HELLO to 741-741

**IX. Other Relevant Course Information:**

**Uniform/ Supplies**
All student **MUST** have Closed-Toe Black Slip-resistant shoes, Black Cotton Pants or Chef Pants.
All uniforms **MUST** be clean and professional in appearance.
You will be issued a shirt, tie, and apron each day for Café lab.

**General 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.
Arrive to class on time (to be on time is to be early). You are expected to stay for the entire class. If you have to leave early, notify the instructor as to the reason so you may be excused and not marked absent.

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Cell phone usage is prohibited. If you are in need to use your phone during class time, let the instructor know prior to class beginning.