

COURSE OUTLINE

Quality Management / Customer Service

Course Description

HM 202. Quality Management / Customer Service. 3 hours credit. This course will enable the student to appraise the strategies to improve leadership abilities, high performance teams, and employee empowerment in the hospitality industry. The student will learn traditional management theories and the role of management theories in the hospitality industry. The student will identify approaches to customer service and moments of truth. The student will define his/her leadership style and leadership skills that are needed for continuous improvement, power and empowerment, communication skills, goal-setting, coaching, conflict-management skills and high-performance teams in hospitality businesses.

Course Relevance

Quality management / customer service is the study of principles of management and leadership. Courses in quality management and customer service help the hospitality student develop critical thinking and skills in understanding relevant principles of customer service and managing hospitality organizations.

Required Materials

HM 202 Textbooks:

Woods, R., & King, J. (2002). *Leadership and management in the hospitality industry (2nd ed.)*. Lansing, MI: Education Institute of the American Hotel and Motel Association.

Connellan, T. (1997). *Inside the magic kingdom: seven keys to Disney's success*. Austin, Tex: Bard Press.

Johnson, S. (1998). *Who moved my cheese?* New York City, NY: Putnam.

Learning Outcomes

The intention is for the student to be able to:

1. Identify and differentiate between leadership and management skills in the hospitality industry
2. Explain why quality guest service is inextricably linked to the concept of teamwork
3. Demonstrate a working knowledge of different people's personality types and how to work with those types in a work setting to achieve the goals of the

company.

Primary Learning PACT Skills that will be DEVELOPED and/or documented in this course

Through the student involvement in this course, he/she will develop his/her ability in the following primary PACT skill areas:

1. Critical Thinking
 - The student will demonstrate critical thinking through appraisal of the quality management and customer service concepts as it relates to the work environment and quality guest service.
2. Ethical Conduct
 - The student will recognize ethical conduct through activities conducted in class and use these skills to define his/her responsibility with customer service.

Secondary Skills (developed but not documented)

Self-concept
Time management
Teamwork
Valuing diversity
Leadership
Problem solving
Reading
Writing
Listening
Speaking Skills
Computer literacy

Major Summative Assessment Task(s)

These learning outcomes and primary Learning PACT skills will be demonstrated by:

1. Preparing a final project reporting service learning activities related to the hospitality industry
2. Preparing and delivering an individual project about a selected leadership and management style topic
3. Preparing a portfolio of assignments related to evaluating quality customer service

Course Content

- I. Themes – Key recurring concepts that run throughout the course:
 - A. Identification of different managerial styles
 - B. Quality customer service
 - C. Development of managerial skills
 - D. Work teams.

- II. Issues – Key issues that will be addressed in this course: areas of conflict that must be understood in order to achieve the intended outcome:
 - A. Adaptation of management styles to obtain goals of the organization
 - B. Communication skills to achieve the best outcome for the work team
 - C. Identifying the differences in customer service expectations and defining quality
- III. Concepts – Key concepts that must be understood to address the issues:
 - A. What does it take to be an affective manager
 - B. Diversity of an ever-changing workforce
 - C. What is quality?
- IV. Skills / Competencies:
 - A. Review various leadership and management styles
 - B. Define characteristics of quality and quality service
 - C. Explain communication theory
 - D. Describe methods used to manage people effectively

Learning Units:

- I. Changing Nature of Leadership and Management
 - A. Traditional to contemporary principles of management
 - B. Traditional Management Roles
 - C. Traditional Management Skills
 - D. Traditional Management Styles
 - E. 21st century leadership
- II. The Quest for Quality
 - A. Deming's fourteen points for quality
 - B. Characteristics of high performance teams
 - C. The value of customers
 - D. The economics for quality service
 - E. Customer service and service quality gaps
 - F. Service recovery
 - G. Continuous improvement
 - H. Power and empowerment
- III. Communication Skills
 - A. The communication process
 - B. Nonverbal communication
 - C. Listening skills
 - D. Writing skills
- IV. Management Skills
 - A. Goal setting
 - B. Coaching
 - C. Conflict management
 - D. High performance teams
 - E. Managing diversity
 - F. Organizational change

Learning Activities

Independent and collaborative learning activities will be assigned within and outside the classroom to assist the student to achieve the intended learning outcomes. Learning activities will be geared toward practices and analysis of managerial situations to understand the principles of food, beverage and labor cost control management in the hospitality industry. Field trips and guest speakers will allow the student to know what is required of managerial jobs in the hospitality industry. Student skills will be expressed by the use of computers, written assignments, examinations and oral presentations.

Grade Determination

The student will be graded on satisfactory completion of assessment tasks, learning activities, projects, and attendance, adequate participation and discussion.