

I. COURSE DESCRIPTION:

This course will provide students with the critical knowledge and skills needed to deal with customers in a hospitality environment. Each student will develop their communication, interpersonal, and diplomacy skills to successfully accommodate tourists and ensure customer satisfaction. A customer-focused approach will underline all aspects of this course.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1. Discuss the role of customer service in business success.

Potential Elements of the Performance:

- Define customer satisfaction
- Research and discuss the importance of customer service to the overall success in the Hospitality business
- Relate the importance of customer service skills to career and personal success

This learning outcome will constitute approximately 10% of the final mark.

2. Identify and discuss the need for customer service in the resort environment.

Potential Elements of the Performance:

- Research and outline industry standard customer service skills
- Research and discuss how to create customer loyalty
- Identify and discuss how customer service contributes to the overall resort experience

This learning outcome will constitute approximately 30% of the final mark.

3. Develop a positive and humble attitude towards the customer and employer.

Potential Elements of the Performance:

- Research employer customer service requirements
- Analyze and assess his/her personality and determine areas of strength and risk in order to improve overall customer service skill development

This learning outcome will constitute approximately 15% of the final mark.

4. Apply their customer service knowledge and skills throughout their daily activities in the Northern Ontario Hospitality and Tourism Institute.

Potential Elements of the Performance:

- Demonstrate and practice customer service skills through faculty, peer and customer interaction
- Document, reflect and analyze prior customer service experiences

This learning outcome will constitute approximately 20% of the final mark.

5. Continually improve their performance as customer service professionals on an ongoing basis within and beyond the classroom environment.

Potential Elements of the Performance:

- Develop and implement a customer service improvement plan which will address: personal development objectives, short and long term goals, pro-active problem-solving and decision-making skills, personal attitude and behaviour, diplomacy skills, motivation, verbal and non-verbal communication skills, recovery skills, and exceeding people's expectations

This learning outcome will constitute approximately 20% of the final mark.

6. Develop ongoing personal professional development strategies and plans to enhance leadership and management skills for the resort environment.

Potential Elements of the Performance:

- Solicit and use constructive feedback in the evaluation of his/her knowledge and skills
- Identify various methods of increasing professional knowledge and skills
- Apply principles of time management and meet deadlines
- Recognize the importance of the guest, the server-guest relationship, and the principles of good service

This learning outcome will constitute approximately 5% of the final mark.

III. TOPICS:

Note: These topics sometimes overlap several areas of skill development and are not necessarily intended to be explored in isolated learning units or in the order below.

- The role of customer service in a successful career
- Fostering positive attitudes
- Maintaining a customer focus to ensure customer satisfaction
- Prevention in customer service
- The importance of consistent professionalism
- Recognize and deal with customer turnoffs
- Deal with dissatisfied customers
- Exceed customer expectations
- The role of the supervisor / manager / leader
- Telephone and email skills
- Behaviour that wins customer loyalty
- Continuous customer service improvement plan - changing conventions in customer service

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Timm, Paul R., Customer Service: Career Success Through Customer Satisfaction. 3rd ed. Prentice Hall Upper Saddle River, New Jersey, 2005.

V. EVALUATION PROCESS/GRADING SYSTEM:

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	4.00
B	70 - 79%	3.00
C	60 – 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
U	Unsatisfactory achievement in field placement or non-graded subject areas.	
X	A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see <i>Policies & Procedures Manual – Deferred Grades and Make-up</i>).	
NR	Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has not been possible for the faculty member to report grades.	

Professor's Evaluation

Tests	65%
Projects/Assignments	30%
Student Professionalism	5%
(Attendance, dress code, conduct)	
Total	100%

Assignments:

Since one of our goals is to assist students in the development of proper business habits, assignments will be treated as reports one would provide to an employer, i.e. in a timely and businesslike manner. Therefore, assignments will be due at the beginning of class and will be 100% complete. All work is to be word processed, properly formatted, assembled and stapled prior to handing in. No extension will be given unless a valid reason is provided in advance.

Tests:

If a student is not able to write a test because of illness or a legitimate emergency, that student must contact the professor prior to the test or as soon as possible and provide an explanation which is acceptable to the professor. In cases where the student has contacted the professor and where the reason is not classified as an emergency, i.e. slept in, forgot, etc., the highest achievable grade is a "C". In cases where the student has not contacted the professor, the student will receive a mark of "0" on that test.

VI. SPECIAL NOTES:

Dress Code

All students are required to wear their uniforms while in the hospitality and tourism institute, both in and out of the classroom.

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493, 717, or 491 so that support services can be arranged for you.

Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course outline amendments:

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's office.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.