



COURSE OUTLINE: RES122 - CUSTOMER SERVICE TRN

Prepared: Peter Graf

Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

Course Code: Title	RES122: CUSTOMER SERVICE TRAINING
Program Number: Name	2078: CULINARY MANAGEMENT
Department:	CULINARY/HOSPITALITY
Semesters/Terms:	19W
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 guests and ensure customer satisfaction. A customer-focused approach will underline all aspects of this course.
Total Credits:	3
Hours/Week:	3
Total Hours:	45
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course:	2078 - CULINARY MANAGEMENT
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 6 apply business principles and recognized industry costing and control practices to food service operations to manage and promote a fiscally responsible operation.
	VLO 9 perform effectively as a member of a food and beverage preparation and service team and contribute to the success of a food-service operation by applying self-management and interpersonal skills.
	VLO 10 develop strategies for continuous personal and professional learning to ensure currency with and responsiveness to emerging culinary techniques, regulations, and practices in the food service industry.
	VLO 11 contribute to the development of marketing strategies that promote the successful operation of a food service business.
	VLO 12 contribute to the business management of a variety of food and beverage operations to foster an engaging work environment that reflects service excellence.
Essential Employability Skills (EES) addressed in this course:	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 4 Apply a systematic approach to solve problems.
	EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
	EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
	EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
	EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
	EES 10 Manage the use of time and other resources to complete projects.



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EES 11 Take responsibility for ones own actions, decisions, and consequences.

General Education Themes: Social and Cultural Understanding

Personal Understanding

Course Evaluation: Passing Grade: 50%, D

Books and Required Resources: Customer Service: Career Satisfaction by Timm
Publisher: Prentice Hall Edition: 6 or newer
ISBN: 9780133056259

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
1. Discuss the role of customer service in business success.	1.1 Define customer satisfaction. 1.2 Research and discuss the importance of customer service to the overall success in the Hospitality business. 1.3 Relate the importance of customer service skills to career and personal success.
Course Outcome 2	Learning Objectives for Course Outcome 2
2. Identify and discuss the need for customer service in the resort environment.	2.1 Research and outline industry standard customer service skills. 2.2 Research and discuss how to create customer loyalty. 2.3 Identify and discuss how customer service contributes to the overall resort experience.
Course Outcome 3	Learning Objectives for Course Outcome 3
3. Develop a positive and humble attitude towards the customer and employer.	3.1 Research employer customer service requirements. 3.2 Analyze and assess his/her personality and determine areas of strength and risk in order to improve overall customer service skill development.
Course Outcome 4	Learning Objectives for Course Outcome 4
4. Apply their customer service knowledge and skills throughout their daily activities in the Northern Ontario Hospitality and Tourism Institute.	4.1 Demonstrate and practice customer service skills through faculty, peer and customer interaction. 4.2 Document, reflect and analyze prior customer service experiences.
Course Outcome 5	Learning Objectives for Course Outcome 5
5. Continually improve their performance as customer service professionals on an ongoing basis within and beyond the classroom environment.	5.1 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.
Course Outcome 6	Learning Objectives for Course Outcome 6
6. Develop ongoing personal professional development strategies and plans to enhance leadership	6.1 Solicit and use constructive feedback in the evaluation of his/her knowledge and skills. 6.2 Identify various methods of increasing professional knowledge and skills.

	and management skills for the hospitality/culinary environment.	6.3 Apply principles of time management and meet deadlines. 6.4 Recognize the importance of the guest, the server-guest relationship, and the principles of good service.
	Course Outcome 7	Learning Objectives for Course Outcome 7
	7. Discuss the importance of accepting and benefitting from members of diverse cultural backgrounds and beliefs.	7.1 Discuss and understand the needs of customers from a diverse cultural background. 7.2 Identify how the business can benefit from this. 7.3 Discuss and understand the needs of co-workers from a diverse cultural background. 7.4 Identify how the business and the team can benefit from this.
	Course Outcome 8	Learning Objectives for Course Outcome 8
	8. Apply professionalism.	8.1 proper dress code. 8.2 punctuality. 8.3 participation. 8.4 group work. 8.5 respect for others.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight	Course Outcome Assessed
Attendance/Participation/Professionalism	8%	7
Exam 1	24%	1,2
Exam 2	24%	3,4
Exam 3	24%	5,6,7
Project 1	10%	2
Project 2	10%	6

Date:

June 25, 2018

Please refer to the course outline addendum on the Learning Management System for further information.

