

HOSP M170: HOSPITALITY SUPERVISION AND GUEST RELATIONS

Originator

cdouglass

Co-Contributor(s)
Name(s)

Baca, Josepha (jbaca)

College

Moorpark College

Attach Support Documentation (as needed)

HOSP M100 End of Semester Feedback Supporting HOSP M170.docx
 Moorpark_Hospitality LMI Data 2020.pdf
 HOSP M170_state approval_letter_CCC000617773.pdf

Discipline (CB01A)

HOSP - Hospitality Management

Course Number (CB01B)

M170

Course Title (CB02)

Hospitality Supervision and Guest Relations

Banner/Short Title

Supervision & Guest Relations

Credit Type

Credit

Honors

No

Start Term

Spring 2021

Catalog Course Description

Provides an overview of the structure and practices of supervision in the hospitality industry: recruiting, hiring, training, retention, discipline, and employee engagement. Presents an introduction to guest relations practices: customer service, conflict resolution, ethics, etiquette, and serving guests with unique and diverse needs.

Taxonomy of Programs (TOP) Code (CB03)

1307.00 - *Hospitality

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

B (Transferable to CSU only)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

Will not be required

Grading method

(L) Letter Graded

Alternate grading methods

(O) Student Option- Letter/Pass

(P) Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

52.5

Maximum Contact/In-Class Lecture Hours

52.5

Activity**Laboratory****Total in-Class****Total in-Class****Total Minimum Contact/In-Class Hours**

52.5

Total Maximum Contact/In-Class Hours

52.5

Outside-of-Class**Internship/Cooperative Work Experience****Paid****Unpaid****Total Outside-of-Class****Total Outside-of-Class****Minimum Outside-of-Class Hours**

105

Maximum Outside-of-Class Hours

105

Total Student Learning**Total Student Learning****Total Minimum Student Learning Hours**

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Advisories on Recommended Preparation

HOSP M100

Requisite Justification**Requisite Type**

Recommended Preparation

Requisite

HOSP M100

Requisite Description

Course in a sequence

Level of Scrutiny/Justification

Content review

Student Learning Outcomes (CSLOs)

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|---|
| 1 | identify and explain the basic concepts and practices of supervision in the hospitality industry. |
| 2 | identify and explain the basic concepts and practices of guest relations in the hospitality industry. |

Course Objectives

Upon satisfactory completion of the course, students will be able to:

- | | |
|---|---|
| 1 | identify major challenges facing supervisors in the hospitality industry. |
| 2 | describe opportunities for entry and advancement in the hospitality industry. |
| 3 | identify key qualities, philosophies, or experiences associated with success in the hospitality field. |
| 4 | describe the guest service relationship in terms of psychological needs and social-psychological experiences. |
| 5 | contrast internal and external customer service and their effects on organization culture. |

Course Content**Lecture/Course Content****10% - Hospitality Leadership**

- Leadership vs Management
- Traits and Qualities
- Responsibilities

10% - Internal Customer Experience

- Employee Satisfaction as it Relates to Guest Satisfaction
- Disney's Cast Member First Philosophy
- Employee Benefits

10% - Recruiting and Hiring

- Job Descriptions
- Useful Interview Practices
- The Hiring Process

10% - Training

- Best Practices in Training
- Legally Required Training
- Employee Handbooks

10% - Retention

- Employee Engagement
- Non-Monetary Benefits
- Organizational Culture

10% - External Customer Service

- TouchPoints (Moments of Truth)
- Handling Guest Complaints (BLAST Method)
- Perception vs Reality

10% - Ethics and Etiquette

- The Customer Isn't Always Right
- Manners and Etiquette
- Professional Behavior

10% - Guest First Mentality

- Creating a Service Culture
- Serving Guests with Unique Needs

10% - Creating Community

- Leadership Through Consensus
- Engaging Employees in Solutions
- Building a Team/Family Culture

10% - Sustainability

- Employee Participation in Sustainability
- Industry Sustainability Trends

Laboratory or Activity Content

NA

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Problem solving exercises
Skills demonstrations
Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Essay exams
Individual projects
Objective exams
Problem-solving exams
Quizzes
Reports/papers
Skills demonstrations

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
Computer-aided presentations
Class discussions
Case studies
Distance Education
Field trips
Group discussions
Guest speakers
Internet research
Lecture

Describe specific examples of the methods the instructor will use:

The instructor will use PowerPoint presentations, problem solving exercises, and demonstrations to explain the concepts of the course.

Representative Course Assignments

Writing Assignments

1. Answer questions from lectures, such as: How can employee engagement impact customer experience?
2. Provide written responses to textbook questions, such as: Describe the differences between internal and external customer service.

Critical Thinking Assignments

1. Examination and evaluation of strategies such as the customer service process for one of the major hotel companies.
2. Examination of various training techniques and an analysis of the pros and cons of each approach.

Reading Assignments

1. Read and discuss relevant media and periodical articles relating to employment in the hospitality industry, such as an article examining hospitality organizations with high levels of employee retention.
2. Read industry case studies and present possible solutions for problems addressed, such as presenting solutions on how to keep millennial employees engaged in the hospitality workforce.

Skills Demonstrations

1. Case study responses for handling employee issues, such as handling theft by dealers and cage staff in the gaming industry.
2. Role-playing assignments to learn how to handle guest complaints, such as a guest receiving an under-cooked entree.

Outside Assignments

Representative Outside Assignments

1. Internet or library online research on relevant topics, such as the impact that thorough training has on employee retention.
2. Internet or library online research on relevant topics, such as emerging technology to improve the customer experience in hotel check-in.
3. Preparation of a training manual for employees hired for a specific role within a hospitality operation.

Articulation

C-ID Descriptor Number

HOSP 170X

Status

Aligned

Comparable Courses within the VCCCD

CRM R114 - Hospitality Supervision

Equivalent Courses at other CCCs

| College | Course ID | Course Title | Units |
|-------------------------|-----------|---|-------|
| Pasadena City College | HOSP 2 | Hospitality Supervision and Human Resource Management | 3 |
| Mission College | FDR 059 | Hospitality Supervision and Leadership | 4 |
| Mt. San Antonio College | HRM 56 | Hospitality Supervision | 3 |
| Shasta College | HOSP 65 | Hospitality Supervision | 3 |

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

Course is CSU transferable

Yes

CSU Baccalaureate List effective term:

SPRING 2021

CSU GE-Breadth**Area A: English Language Communication and Critical Thinking****Area B: Scientific Inquiry and Quantitative Reasoning****Area C: Arts and Humanities****Area D: Social Sciences****Area E: Lifelong Learning and Self-Development****Area F: Ethnic Studies****CSU Graduation Requirement in U.S. History, Constitution and American Ideals:****IGETC****Area 1: English Communication****Area 2A: Mathematical Concepts & Quantitative Reasoning****Area 3: Arts and Humanities****Area 4: Social and Behavioral Sciences****Area 5: Physical and Biological Sciences****Area 6: Languages Other than English (LOTE)****Textbooks and Lab Manuals****Resource Type**

Textbook

Classic Textbook

Yes

DescriptionWalker, John R., and Jack E. Miller. *Supervision in the Hospitality Industry*. 8th ed., Wiley, 2016.**Resource Type**

Textbook

Classic Textbook

Yes

DescriptionNinemeier, Jack D. *Supervision in the Hospitality Industry*. 6th ed., American Hotel and Lodging Educational Institute, 2019.**Resource Type**

Textbook

Classic Textbook

Yes

DescriptionNational Restaurant Association. *ManageFirst; Hospitality Human Resources Management and Supervision*. 2nd ed., Pearson, 2013.

Resource Type

Textbook

Classic Textbook

Yes

DescriptionNational Restaurant Association. *ManageFirst; Customer Service*. 2nd ed., Pearson, 2013.**Library Resources****Assignments requiring library resources**

Possible research using the Library's print and online resources; particularly the specialized database Gale OneFile Hospitality and Tourism.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Use the Library's print and online resources, particularly the specialized database Gale OneFile Hospitality and Tourism, to research a topic such as how hospitality organizations with high levels of employee retention accomplish that desirable staffing outcome.

Distance Education Addendum**Definitions****Distance Education Modalities**

Hybrid (51%–99% online)

Hybrid (1%–50% online)

100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact**Hybrid (1%–50% online) Modality:**

| Method of Instruction | Document typical activities or assignments for each method of instruction |
|--|--|
| Asynchronous Dialog (e.g., discussion board) | <p>Instructor will post a problem that might be faced by a manager in the industry. Instructor will then invite the students to comment on how they would solve the problem.</p> <p>Instructor may also require students to be present on-line for a certain number of hours per week and have a dialogue with one another; for example, a student may post a question about solving a problem and other students will try to answer his/her question.</p> |

| | |
|---|--|
| E-mail | Instructor will email students with announcements about the course or an upcoming event. Students in turn may email the instructor with their questions or concerns. Depending on the situation, the students may also email their assignments or projects directly to the instructor, instead of posting it on the class web page. |
| Face to Face (by student request; cannot be required) | Students will have the option to meet the instructor in his/her office on campus in a classroom to work on problem solving exercises in the presence of the instructor to get one-on-one help from the instructor. Also, the students may want to meet the instructor to have a face-to-face discussion about an issue of concern. |
| Other DE (e.g., recorded lectures) | Instructor may record the lectures and post them for students to view within a specified time frame to be ready for the accompanying problem solving assignments. Students will upload their assignments to the course webpage to be graded by the instructor. |
| Synchronous Dialog (e.g., online chat) | Instructor may be available on a certain day or days of the week within a certain time frame to help students and answer their questions via an online chat. This would be the equivalent of on-line office hours. Instructor may also require students to be present on-line during certain hours of the week and have a dialogue with one another; for example, a student may post a question about solving a problem and other students will try to answer his/her question. This would be a live discussion session. |
| Telephone | Instructor may provide a phone number to the students where they can leave a voicemail and expect a call back within 24 hours. |
| Video Conferencing | Instructor may be available on a certain day or days of the week within a certain time frame to help students and answer their questions via live video conferencing. This would be the equivalent of on-line office hours. Also, the instructor may choose to present a lecture to the students via video conferencing. |
| Hybrid (51%–99% online) Modality: | |
| Method of Instruction | Document typical activities or assignments for each method of instruction |
| Asynchronous Dialog (e.g., discussion board) | Instructor will post a problem that might be faced by a manager in the industry. Instructor will then invite the students to comment on how they would solve the problem. Instructor may also require students to be present on-line for a certain number of hours per week and have a dialogue with one another; for example, a student may post a question about solving a problem and other students will try to answer his/her question. |
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| | |
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| 100% online Modality: | |
| Method of Instruction | Document typical activities or assignments for each method of instruction |
| Asynchronous Dialog (e.g., discussion board) | Instructor will post a problem that might be faced by a manager in the industry. Instructor will then invite the students to comment on how they would solve the problem. Instructor may also require students to be present on-line for a certain number of hours per week and have a dialogue with one another; for example, a student may post a question about solving a problem and other students will try to answer his/her question. |
| E-mail | Instructor will email students with announcements about the course or an upcoming event. Students in turn may email the instructor with their questions or concerns. Depending on the situation, the students may also email their assignments or projects directly to the instructor, instead of posting it on the class web page. |
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Examinations

Hybrid (1%–50% online) Modality

On campus

Hybrid (51%–99% online) Modality

On campus

Primary Minimum Qualification

RESTAURANT MANAGEMENT

Additional Minimum Qualifications**Minimum Qualifications**

Culinary Arts/Food Technology

Hotel and Motel Services

Review and Approval Dates**Department Chair**

03/18/2020

Dean

03/18/2020

Technical Review

03/26/2020

Curriculum Committee

03/31/2020

DTRW-I

04/16/2020

Curriculum Committee

MM/DD/YYYY

Board

05/12/2020

CCCCO

06/15/2020

Control Number

CCC000617773

DOE/accreditation approval date

MM/DD/YYYY