

A - New Course Proposal V. 7.2022 : Entry # 2381**DEAN Decision**

Approved

Date

09/12/2022

Is this course intracollegiate or intercollegiate?

Intracollegiate

ACADEMIC PROGRAM Decision

Approved

SCHOOL EPC Decision

Approved

Date

10/28/2022

SCHOOL EPC Comments

Approved with minor revisions which are noted on this form -10-28-22 School of Communication Curriculum Committee

Begin Form**Today's Date**

09/12/2022

Your Name:

Marisa Ritter

Your Email:mritter1@highpoint.edu**Are you a Department Chair?**

No

Department Chair Name

Jennifer Lukow

Email address of your Department Chairjlukow@highpoint.edu**By checking below I am certifying that my department chair has seen and approved the new course that is in this proposal**

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Yes

Please select the appropriate school overseeing this proposal:

Communication

Which semester is this course to be taught for the first time?

Fall 2023

Information for the Registrar**Choose the department designator for your proposed course from the list below.**

HSP

Proposed Course Number

3500

Is this course cross listed?

No

Does this course replace a current course?

No

Enter the title of your proposed course

Service Management in the Hospitality Industry

Enter the catalog description of your proposed course

This course explores service management in a service-producing organization versus a goods-producing organization. Understanding the service experience and how to manage an organization and the staff within these organizations is integral to a hospitality manager's development. Managers are evaluated not only on their ability to produce a financially successful product but also on the enthusiasm of their employees and the overall guest satisfaction. This course brings together marketing, technology, service providers, and strategic planning to develop a company's competitive advantage.

Choose your proposed course's number of credits from the list below

4

How will the course be graded?

Letter grade

Please select the course repeat option for your proposed course:

Not repeatable for credit

Offering cycle for your proposed course:

Yearly

A - New Course Proposal V. 7.2022 : Entry # 2381**Does your course have any prerequisites?**

No

Is this new course being proposed because of a proposal for a new or revised major or minor?

No

Gen Ed and Academic Programs**Is this course part of Gen Ed?**

- No

Does this course count towards a major or a minor?

Yes

Please list the major/minor and whether it is required or an elective**Major****Required or Elective?****Minor**

HSP

Required

HSP

Will this course fulfill any of the below University academic program requirements?

- This course does not fulfill academic program requirements

Does this course include any community engagement?

No

Does this course participate in the GoGlobal Program?

No

Has it been reviewed and approved by the Global Experience Committee?

No

Information for Curriculum Review**Rationale for new course & consistency with departmental mission**

This course is designed to encourage critical thinking and the development of an individual's service brand. Students engage with a variety of theories in the service and management disciplines and learn to identify the aspects of both that represent the type of service and management they would like to produce in industry. Throughout the course, the classwork, homework, and projects improve written and oral communication skills and emphasize the importance of making ethical decisions when leading service organizations.

Please list all student learning outcomes for this course

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1. Outline how management of service-producing organizations differs from goods-producing organizations.
2. Apply traditional and novel management theories to service-producing organizations.
3. Analyze practices in service-producing organizations to develop a personal service philosophy.
4. Break down how organizations manage the service encounter to provide satisfaction to both internal and external customers

Please list any units or content areas that will be required for all sections of this course

The first half of the semester focuses on understanding the challenges in providing exceptional service through a focus on:

Service quality
Understanding and engaging customers
Service vision, service process and service systems
Managing customer experience and relationship
Service marketing
Managing customers' perceived purchasing risk
Service guarantees, service failures, and brand recovery

The second half of the course integrates management into the service environment through a focus on:

Managing in a service environment
Decision making
Service culture
Managing change
Sustainability in Management
Planning in a service environment
Organizational structure

Please list any assignments, tests, or other assessments that will be required for all sections of this course

Quizzes, Homework, & In-Class Assignments: There will be quizzes and homework (done through the learning management system) throughout the semester to assess your understanding of basic terminology, concepts, theories, and policies. These will be a combination of multiple choice, true/false or fill in the blank quizzes. Homework and in-class assignments may include projects such as research, designing policies, reporting on policies or current topics in the industry, or other relevant assignments. These must be completed in class or by their due dates, depending on the assignment. For in-class assignments, there will be no opportunity to make these up if you are not in attendance.

Mid-Term Case Study:

Each student will read and provide a comprehensive analysis of a case study provided by the professor. Your paper will include a review of the important points of the case study, a discussion of the main question(s) that need to be addressed, a clear and concise problem statement, and recommendations as to how the organization should address those questions and prevent future issues. These recommendations should be backed up with information from the case and supported with the theories and information that we discuss in class. This is an individual project and you will have 10 days to complete the assignment; the case will open on DATE TBD and you will have until DATE TBD to complete it. Papers are to be 5-8 pages long, double-spaced with 1" margins; consider these as reports that would be presented to the owner of the company involved in the case study, so make them attractive and include a table of contents and citations in APA format. Rubrics will be provided. I will provide extensive feedback on this case study to prepare you for your final case study which will replace the final exam.

Final Case Study:

Each student will read and provide a comprehensive analysis of a case study provided by the professor. Your paper will include a review of the important points of the case study, a discussion of the main question(s) that need to be addressed, a clear and concise problem statement, and recommendations as to how the organization should address those questions and prevent future

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issues. These recommendations should be backed up with information from the case and supported with the theories and information that we discuss in class. This is an individual project and you will have 7 days to complete the assignment; the case will open on DATE TBD and you will have until DATE TBD to complete it. Papers are to be 5-8 pages long, double-spaced with 1" margins; consider these as reports that would be presented to the owner of the company involved in the case study, so make them attractive and include a table of contents and citations in APA format. Rubrics will be provided. Our final exam period will be used to debrief the case study and roundtable your results; be prepared to discuss your recommendations as we come to a consensus on how the organization should manage the service encounter. Failure to show up at this debrief will result in a 10% reduction in your final grade for the class.

Projects: There are two (2) projects throughout the semester. These are used as a measure of your ability to grasp the concepts that we are discussing, as well as apply them to real-world situations.

Book Review:

Choose a book on service management from the list provided by the professor, read, and provide a review of the book. Show your ability to connect the topics addressed in the book to the areas of service management that we discuss throughout the semester. I must approve your book before you begin the assignment, and the final product should be 5-8 pages double-spaced in length and written in APA format. This is an individual project and deadlines are outlined on the class schedule. The books you can choose between are: TBD each semester.

Secret Shopper Project:

Each student will visit a local hospitality outlet two times this semester and perform a secret shop of the establishment during your visit. You will be provided with a basic survey of what to observe but are expected to consider more than what is on the checklist that is provided. Following the two visits, you will write a report reviewing the visits, as well as making recommendations for how the organization might improve their management and/or service delivery based on what you saw and what we discuss in class. You will also present your observations in class. A few notes: You are not to question, waylay, or interfere with the service staff or management during your visits. You are a visitor who is there to partake in the location's service while also making notes of what is happening around you. Be respectful at all times and if you have a problem during one of your visits, maintain that respectful attitude, but take notes and incorporate it into your paper. Papers should be a minimum of 6 pages long, double-spaced, with 1" margins. The presentation is to be 5-7 minutes. Rubrics will be provided.

Please list any readings or other materials that will be required for all sections of this course**I. SUGGESTED TEXT**

- Kandampully, J., & Solnet, D. (2018). Service Management Principles for Hospitality and Tourism E 3rd. ISBN 9781524969509

REQUIRED READINGS

- Primary readings will be posted in the respective class folder on Blackboard and noted or linked on the syllabus.
- Each student will need to purchase the case studies for the mid-term and final project through Harvard Business School. Information will be provided on Blackboard on how to purchase these; you need to have them purchased by the last week of September.

Please list any course policies that will be required for all sections of this course

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Attendance and participation will be required and expected, unless an absence falls within the categories defined by the university. Participation means more than just showing up. Engaging in discussions, providing insights, and building on others' contributions are a significant indicator of participation.

Additionally, it is important that all class members are provided with the opportunity to participate and no one individual should dominate conversations. I will generally not intercede in discussions unless I believe that we have gotten off topic or if the discussion is being dominated by one or a small group of students.

Each classroom is a diverse collection of individuals and we will all respect each other's opinions and promise to maintain a courteous classroom environment; healthy debate is important to learning, but disrespect and negativity will not be tolerated. The classroom is a place to practice how to conduct yourself in your future place of business; professional behavior is expected.

If you would like to specify anything about how requirements for contact hours must be met for all sections of this course, please indicate below (e.g., if any experiential learning activities will replace seat time)

N/A

Is there anything else the reviewing parties should know about this new course proposal that hasn't already been asked/addressed?

No

Sample Syllabus

- [HSP-3500-Service-Management-in-the-Hospitality-Industry-APIRC.docx](#)