HRM 210 CUSTOMER SERVICE MANAGEMENT
Credit Hours: 3 Lec 3

PREREQUISITE: None

COURSE DESCRIPTION
Examines the role and responsibilities of employees in building quality guest relationships that create customer satisfaction as well as exploring the functions of customer service employees in hospitality businesses.

1. COURSE GOALS
1.1 Prepares the student to promote quality customer service through effective handling of consumer behavior and guest relations.
1.2 Understand the importance of the guest in hospitality operations including communication, service standards, service delivery, TQM, and the changing business environment.
1.3 Understand the technical operations of front office management and apply this learning to the actual work environment.
1.4 Understand the financial aspects of front office management including forecasting, rate management, profitability, and accounting transactions.
1.5 Understand the interface with other departments such as accounting, food and beverage, security, and reservations.

2. OUTCOMES
Upon satisfactory completion of this course, students will be able to:
2.1 explain what is meant by “superior guest relations”.
2.2 discuss the role of each employee in creating a competitive edge through quality customer service.
2.3 analyze customer needs and expectations and develop job performance criteria for continuous improvement in providing superior guest relations.
2.4 identify internal and external customers and develop skills and techniques to influence attitudes and behaviors.
2.5 analyze the value of a guest and the costs associated with losing a customer.
2.6 identify techniques for dealing with the problem guest or situation.
2.7 identify strategies to understand, appreciate, and respect cultural diversity within the organization.
2.8 develop a service quality philosophy.
2.9 perform routine tasks associated with the job such as accounting procedures, completion of report forms, use of computer software.
2.10 list the functions of various departments within the organization, such as food and beverage, housekeeping, engineering, marketing.

3. METHODS OF INSTRUCTION
3.1 Lectures and class discussions
3.2 Observation of actual guest services functions in hospitality businesses
3.3 Role-playing and use of scenarios
3.4 Readings in the textbook and supplemental materials
3.5 Audiovisual materials and guest speakers when available

4. LEARNING ACTIVITIES
4.1 Lectures and view audiovisual materials  
4.2 Participate in class discussions and activities  
4.3 Read weekly assignments from the text and any supplemental materials  
4.4 Observation of a hospitality operation for a minimum of 8 hours and complete a 4-5-page report of the observation

5. EVALUATIONS  
5.1 Exams  
5.2 Assignments  
5.3 Participation

6. STUDENT RESPONSIBILITIES  
6.1 Under AWC Policy, students are expected to attend every session of class in which they are enrolled.  
6.2 If a student is unable to attend the course or must drop the course for any reason, it will be the responsibility of the student to withdraw from the course. Students who are not attending as of the 45th day of the course may be withdrawn by the instructor. If the student does not withdraw from the course and fails to complete the requirements of the course, the student will receive a failing grade.

6.3 Americans with Disabilities Act Accommodations: Arizona Western College provides academic accommodations to students with disabilities through AccessABILITY Resource Services (ARS). ARS provides reasonable and appropriate accommodations to students who have documented disabilities. It is the responsibility of the student to make the ARS Coordinator aware of the need for accommodations in the classroom prior to the beginning of the semester. Students should follow up with their instructors once the semester begins. To make an appointment call the ARS front desk at (928) 344-7674 or ARS Coordinator at (928) 344-7629, in the College Community Center (3C) building, next to Advising.  

6.4 Academic Integrity: Any student participating in acts of academic dishonesty—including, but not limited to, copying the work of other students, using unauthorized “crib notes”, plagiarism, stealing tests, or forging an instructor’s signature—will be subject to the procedures and consequences outlined in AWC’s Student Code of Conduct.

6.5 Texts and Notebooks: Students are required to obtain the class materials for the course.

6.6 Arizona Western College students are expected to attend every class session in which they are enrolled. To comply with Federal Financial Aid regulations (34 CFR 668.21), Arizona Western College (AWC) has established an Attendance Verification process for "No Show" reporting during the first 10 days of each semester. Students who have enrolled but have never attended class may be issued a “No Show” (NS) grade by the professor or instructor and receive a final grade of “NS” on their official academic record. An NS grade may result in a student losing their federal financial aid. For online classes, student attendance in an online class is defined as the following (FSA Handbook, 2012, 5-90):

   • Submitting an academic assignment  
   • Taking an exam, an interactive tutorial or computer-assisted instruction  
   • Attending a study group that is assigned by the school  
   • Participating in an online discussion about academic matters  
   • Initiating contact with a faculty member to ask a question about the academic subject studied in the course