



HOSP-230 – Principles of Service Management

Business

Effective Term & Year: Fall 2022

Course Outline Review Date: 2026-04-01

Program Area: Tourism, Recreation, & Hospitality

Description:

This course is designed to provide students with the skills and knowledge to become effective service managers. Topics of discussion include, but are not limited to, delivery of service and designing service, that would meet the needs of customers to result in a return customer and build a client base of return customers.

Program Information:

This course is required for the completion of the Hospitality Management Diploma.

Delivery Methods: On-campus (Face-to-Face)

Credit Type: College of the Rockies Credits

Credits: 3

Instructional Activity and Hours:

Activity	Hours
Classroom, Directed Studies or Online Instruction	45
Seminar/Tutorials	
Laboratory/Studio	
Practicum/Field Experience	
Co-op/Work Experience	
Other	
Total	45

Course Requisites:

- Complete all of the following
 - Earned a minimum grade of C- (55%) in at least 1 of the following:
 - ENGL100 – English Composition (3)
 - COMC101 – Technical and Professional Writing (3)
 - COMC102 – Advanced Professional Communication (3)
 - SuperHost certificate.

Flexible Assessment: Yes

In some cases students may be able to apply for recognition of prior learning outside the classroom. This flexible assessment process provides equivalent course credit. It is a rigorous process that may include external evaluation, worksite assessment, demonstration, standardized test, self-assessment, interview, products/portfolio, and challenge exam, or other measures as appropriate. Tuition fees apply. Contact an education advisor for more information.

Course Transfer Credit:

For information about receiving transfer credit for courses taken at either British Columbia or Alberta institutions, please see <https://www.bctransferguide.ca/> or <https://transferalberta.alberta.ca> . For more transfer credit information, please visit <https://www.cotr.bc.ca/Transfer>

All requests for course transfer credit from institutions in British Columbia or elsewhere should go to the College of the Rockies Enrolment Services office.

Textbook Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

Gemmel, P., Van Looy, B. & Van Dierdonck, R. (2013). *Service Management an Integrated Approach* (3rd ed). Pearson.

Please see the instructor's syllabus or check COTR's online text calculator <https://textbook.cotr.bc.ca/> for a complete list of the currently required textbooks.

Learning Outcomes:

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

- Define the concept of hospitality service within a multi-cultural Canadian society.
 - Differentiate between customer expectations and customer perceptions.
 - Understand and discuss the challenges faced by service managers to deliver exceptional customer service in the hospitality industry.
 - Assess the importance of an effective hospitality team by evaluating organizational structures and management styles.
 - Describe the key differences between a service and product-based industry.
 - Explain the relationship between effective communication and effective customer service.
 - Apply a systematic approach in demonstrating how to handle guest complaints and concerns to facilitate efficient and valuable service recovery.
 - Describe a customer retention program appropriate to the hospitality industry.
 - Evaluate and comment on the role that stakeholders play in developing a strong service level.
 - Summarize customer service that uses a balance of traditional, technological, and innovative methods.
 - Formulate a service brand and strategy to ensure a competitive advantage.
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Course Topics:

- Defining service
 - Understand customer expectations
 - Cultural sensitivity – The service experience
 - Service concepts in hospitality operations
- Designing service
 - Service process for hospitality
 - Organizational differences between service- and product- based industries
 - Hospitality team structure
 - Hospitality technology systems
 - Service brand
 - Service level agreements (suppliers, contractors etc.)
- Delivery of service
 - Communication models to ensure organizational effectiveness
 - Managing customer expectations and perception of service
 - Customer satisfaction surveys and results
 - Managing supply chain networks
- Developing service
 - Customer retention strategies
 - Innovation in the service industry

- Re-engineering of service processes
- Building a customer service strategy

Evaluation and Assessments

Assessment Type: On-Campus (face-to-face)

Assessment Type	% of Total Grade
Class discussion and participation	10%
Customer service process assignment	20%
Customer retention strategies assignment	20%
Midterm Exam	25%
Final Exam	25%
Total	100%

Grade Scheme

A+	A	A-	B+	B	B-	C+	C	C-	D	F
>=90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	<50

Pass requirements: None

Evaluation Notes: A minimum grade of C (60%) is required for credit towards a diploma in Hospitality Management.

Exam Attendance:

Students must attend all scheduled exams at the appointed time and place. Instructors may approve an alternate exam to accommodate an illness or personal crisis. Department heads will consider other written requests. Any student who misses a scheduled exam without prior approval will receive a "0" on the exam.

Academic Policies:

College of the Rockies policies related to courses can be found at <https://cotr.bc.ca/about-us/college-policies/> and include the following:

- Policy 2.4.3 Students with Documented Disabilities
- Policy 2.4.4 Student Conduct (plagiarism, other cheating, behavioral misconduct)
- Policy 2.5.8 Academic Performance
- Policy 2.5.3 Grade Appeal
- Policy 2.4.9 Student Concerns Re Faculty

Course Changes:

The College of the Rockies updates course outlines regularly to meet changing educational, employment and marketing needs. The instructor will notify students in writing of any updates to this outline during the semester. The instructor reserves the right to revise, add or delete material while meeting the learning outcomes of this course outline.