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Fall 2015

HRT 3017

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University of New Orleans

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Lester E. Kabacoff
School of Hotel, Restaurant and Tourism Administration
FALL 2015

Course: HRT 3017 – SERVICE ORGANIZATION MANAGEMENT IN HOSPITALITY,
Section 001, (KH 223) T, TH 9:30AM – 10:45AM/MOODLE

Instructor's Name: Dr. Jeffrey Schaffer

Office: Kirschman Hall 466

Phone: 280-6386

Email: jschaffe@uno.edu

Office Hours: T, TH: 8:30 am to 9:30 am, 12:15 to 1:15 pm; Wed.: 12:00 noon to 2:00 pm; or
by appointment.

Course Description:

Principles and practices of service management as applied to the hospitality firm. Emphasis will be upon the human resource component of the organization as well as the practical application of theoretical concepts.

Objectives:

At the completion of this course, students should be able to:

- Know the meaning, the origin, and the progression of guest service
- Relate guest service to each major area of the hospitality industry including Food, Beverages, Lodging, Events, Travel and Tourism, and Casinos
- Explore problem-solving techniques, quality tools and assessments, staffing, marketing, and strategic planning to institute and manage guest service in the hospitality industry.

Required Text or Readings:

Guest Service in the Hospitality Industry by Paul Bagdan. (2013). Publisher: Wiley. ISBN: 978-1-118-07180-9. (Available at the UNO Book Store).

Setting the Table: The Transforming Power of Hospitality in Business by Danny Meyer, (2006), Publisher: Harper, ISBN: 978-0-06-074276-8. (Available at UNO Bookstore and Amazon.com).

Assessment & Grading:

Quizzes	195 Points	(15 questions for each chapter 1 thru 13, available in MOODLE)
Mid semester Exam	80 Points	(80 questions, chapters 1 thru 7, in class)
Setting the Table Book Report	60 Points	(Due in Class on 12/3/15)
Final Exam	165 Points	(160 questions, chapters 1 thru 13, aprox. 40% from Chapt. 1 -7 and 60% from Chapt. 8 – 13, in class)
Total	500 Points	

Learning Resources

Key terms, definitions, and PowerPoint slides can be found for each chapter using the following link:

<http://bcs.wiley.com/he-bcs/Books?action=index&itemId=1118071808&bcsId=7617>

Attendance: Attendance is required and will be a factor in computing your final grade, students who are late to class will be marked absent. Five points (approximately 1% of the total possible score) will be deducted from your total score for each absence. Each student will be allowed TWO (2) excused absences.

The use of any electronic devices in class is not permitted. In addition, please have all electronic devices turned off and not placed on your desk. If you need to use an electronic device because of a disability, please provide the instructor with the appropriate paperwork from the university.

NO CELL PHONES.... NO RINGING, TALKING or TEXTING!!!

Assessment & Grading: (NO MAKE UP QUIZZES or EXAMS will be ADMINISTERED)

Be sure to pay close attention to DATES and TIMES.

Quizzes (To be taken in MOODLE):

There is QUIZ for each CHAPTER (1-13), each quiz will have 15 questions and must be completed in 12 minutes, (45 seconds or $\frac{3}{4}$ of a minute is allowed for each question). The total possible score for quizzes is 195 points (each question is worth ONE point toward your total score).

Quizzes for each chapter will be posted as noted within this syllabus. The questions may be true/false or multiple choice.

Quizzes are due on the date and times noted. There are no opportunities for make-ups.

Examinations (TO BE TAKEN IN CLASS at the time scheduled herein):

There will be two examinations, a mid semester exam and a final exam. The dates, times and time allowed for each are posted within this syllabus. No exam or quiz will be dropped for the purpose of calculating the final grade. All examinations and quizzes will include all TEXT and LECTURE materials as noted in this syllabus. There are no opportunities for make-up examinations.

The mid semester exam will contain 80 questions (80 points). You will have ONE HOUR to complete this examination.

The final examination will contain 165 questions (165 points). You will have TWO HOURS to complete this examination.

DATES, DAYS, TIME, and DURATION are noted in this syllabus.

THERE ARE A TOTAL OF 500 POSSIBLE POINTS FOR THE COURSE, 195 for all quizzes, 80 for the mid semester, 165 for the final and 60 for the book report.

Students suspected of cheating or collaborating with anyone on any examination or quiz will receive an F and be dismissed from the course.

***Take the quizzes using Firefox as your browser, and you should not encounter any problems. All computers on campus have Firefox installed.**

***Not completing a quiz because you are experiencing computer difficulties is not acceptable. You will receive a 0 if you do not complete the quiz, or you will receive credit for the questions that you attempted. No make ups will be given!**

Do not take the quiz from your cell phone, IPAD, or other device that may cause you to experience difficulties while taking the exam.

Online Course Statement:

HRT 3017 – will use online resources for taking quizzes. By registering for this class, students have agreed to the basic premise of having reliable computer and internet capability. Students are REQUIRED to activate their UNO email account and have Moodle access. The professor will only send information via UNO email and UNO Moodle. Students understand that all quizzes will be conducted via Moodle. If you have any trouble setting up/accessing your account, please call (504)280-HELP.

To ensure academic integrity, all students enrolled in distance learning courses at the University of New Orleans may be required to participate in additional student identification procedures. At the discretion of the faculty member teaching the course, these measures may include on-campus proctored examinations, off-site or online proctored examinations, or other reasonable measures to ensure student identity. Authentication measures for this course are identified below and any fees associated are the responsibility of the student.

The University of New Orleans partners with Proctor U, a live, online proctoring service that allows students to complete exams from any location using a computer, webcam, and reliable internet connection.

Quiz Directions:

Each quiz will be administered through Moodle. The following are directions for taking your quizzes.

- 1) The quizzes will take place in Moodle. Each will be available to the students on the specified day, date, time and for the duration specified in this syllabus. The questions may be multiple choice or true or false.
- 2) Each quiz is timed, a time elapsed clock will be displayed at the top of the screen. **Please monitor your testing time. Please keep in mind that I have access to your testing beginning and completion time. If you exceed the allotted**

time limit your response will automatically be deleted and you will receive a ZERO for the entire quiz!!!!

3) Each quiz must be completed at the time of log in. The quiz cannot be resumed later.

4) One question will appear on a page at a time. You must click on each question until you reach the end of the quiz. You can save the question and continue without submitting to the next question which is highly recommended. You can review your answers before submitting your quiz as long as the time limit is not reached.

5) At the completion of the final question, click the submit button at the bottom of the screen. This will submit your examination for grading.

6) Moodle does not allow you to open other computer programs or click out of the quiz. Close all other computer programs (except Moodle) while taking your quiz. If not, you may be locked out of the exam and receive a 0.

7) You are expected to complete the quizzes individually. Any collaboration constitutes academic dishonesty; you will receive an "F" and will be dismissed from the course.

8) You must complete the quiz by the time deadline. If you go over the allotted exam time, you will receive a zero for the entire quiz (see above).

Statement of Accommodations for Students with Disabilities:

The Office of Disability Services (ODS), in conjunction with the Office of Academic Affairs' campus-wide administrative policy regarding the accommodations of students with disabilities, has two primary objectives: 1) to ensure compliance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ADA) in regard to equal access for qualified students to academic programs; and 2) to uphold the academic integrity of UNO. When these two objectives are met, those students who qualify for services based on clear, comprehensive, and relevant documentation will receive those services or academic modifications for which they are legally entitled.

ODS is considered the University's designated office for determining eligibility for services, reviewing and maintaining documentation, and recommending appropriate accommodations. Students, however, do not have to register with ODS in order to advocate for disability-related accommodations. For those instructors who have students with disabilities who choose not to register for services with ODS, and who request academic accommodations, ODS is available as a resource to verify eligibility and recommend appropriate accommodations.

Part of this policy regulates the accommodative testing services. These accommodations are made available in the ODS Accommodative Testing and Adaptive Technology Center (ATATC), located in the Library Room 120. For more information contact Amy King, Assistant Director, Office of Disability Services (UC 260) at 280-6222. The Policy is available online via the UNO webpage (www.uno.edu).

Sexual Harassment Policy:

Purpose: To reaffirm the University's policy against sexual harassment in any and all areas of the University environment. Harassment on the basis of sex is a violation of Section 703 of Title VII of the Civil Rights Act of 1964. Additionally, sexual harassment subverts the mission of the University. It is necessary, therefore, to prohibit such behavior to protect both the individuals involved and the University.

General Policy: Sexual harassment is unacceptable behavior and will not be tolerated. Sexual harassment is a violation of state and federal law. Sexual harassment has a negative impact on the functioning of the University. Consequently, all member of the University community must be sensitive to the possibility of sexual harassment whether intended or inadvertent. Individuals must recognize this potential and act to prevent it. When sexual harassment has occurred, the University shall take effective and expeditious action.

Individuals in supervisory positions must be aware of their role as agents of the University and shall make every effort to censure such behavior when it occurs. Any member of the University community who is informed of a possible incident of sexual harassment shall make the informer aware of the existence of the University's policy and procedures.

All members of the University community must learn to recognize sexual harassment when it occurs and should be aware of the policy and procedures which govern the handling of allegations of sexual harassment fairly and expeditiously. Since those who may be subjected to

sexual harassment may experience disruption in their work or academic environment and may fear retaliation and public notoriety, investigative procedures must protect their privacy as much as possible.

The University's Sexual Harassment Policy is available online via the UNO webpage (www.uno.edu).

University Policy on Academic Integrity:

Academic Integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the UNO Judicial Code for further information. The Code is available online via the UNO webpage (www.uno.edu).

Harassment and Discrimination Policy:

The University of New Orleans is a multicultural community composed of diverse students, faculty, and staff. A fundamental principle of the University of New Orleans is that there be an environment of mutual tolerance and respect, which is free of hostility toward, discrimination against, or harassment of any person based on race, color, religion, sex, disability, national origin, age, sexual orientation, marital or veteran status, or any other status protected by law. Every member of the university community is held strictly accountable for his or her behavior with regard to this standard. The Policy is available online via the UNO webpage (www.uno.edu).

** Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the Student Code of Conduct for further information. The Code is available online at <http://www.studentaffairs.uno.edu>.*

*** It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information, please go to <http://www.ods.uno.edu>.*

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Fall Semester 2015

TENTATIVE ASSIGNMENT SCHEDULE

CLASS DATES

LESSONS, QUIZZES and EXAMS

8/20/15 Thurs	Course Overview, Policies and Guidelines
8/25/15 Tues	<u>Chapter 1</u> Basics of Guest Service (1)
8/27/15 Thurs	Chapter 1 (2) Chapter 1 Quiz, available 8/27/15@11:00 am, close 8/28/15@10:30pm
9/1/15 Tues	<u>Chapter 2</u> Defining Guest Service (1)
9/3/15 Thurs	Chapter 2 (2), Video and Discussion: Airlines Chapter 2 Quiz, available 9/3/15@11:00 am, close 9/4/15@10:30PM
9/8/15 Tues	<u>Chapter 3</u> Problem Solving for Guest Service (1)
9/10/15 Thurs	Chapter 3 (2) Chapter 3 Quiz, available 9/10/15@11:00 am, close 9/11/15@10:30PM
9/15/15 Tues	Chapter 4 Guest Service of Food (1)
9/17/15 Thurs	Chapter 4 (2) Video and Discussion: Power of Hospitality Chapter 4 Quiz, available 9/17/15@11:00 am, close 9/18/15@10:30PM

9/22/15 Tues	Chapter 5 Guest Service of Beverage (1)
9/24/15 Thurs	Chapter 5 (2) Video and Discussion: Being a Coffee Connoisseur Chapter 5 Quiz, available 9/24/15@11:00 am, close 9/25/15@10:30PM
9/29/15 Tues	Chapter 6 Guest Service of Lodging Chapter 6 Quiz, available 9/29/15@11:00 am, close 9/30/15@10:30PM
10/1/15 Thurs	Chapter 7 Guest Service of Events (1)
10/6/15 Tues	Chapter 7 (2) Chapter 7 Quiz, available 10/6/15@11:00 am, close 10/7/15@10:30PM
10/8/15 Thurs	MID SEMESTER EXAM, in class, bring blue scantron, 80 questions/points, duration one hour (Chapts. 1,2,3,4,5,6 & 7)
10/13/15 Tues	Chapter 8 Guest Service of Travel and Tourism; Video and Discussion: Flying with the Best Chapter 8 Quiz, available 10/13/15@11:00 am, close 10/14/15@10:30PM
10/15/15–10/16/15	FALL BREAK NO CLASSES

10/20/15 Tues	Chapter 9 Guest Service of Casinos (1)
10/22/15 Thurs	Chapter 9 (2) Chapter 9 Quiz, available 10/22/15@11:00 am, close 10/23/15@10:30PM
10/27/15 Tues	Chapter 10 Research and Tools (1)
10/29/15 Thurs	Chapter 10 (2)
11/3/15 Tues	Chapter 10 (3)
11/5//15 Thurs	Chapter 10 (4) Chapter 10 Quiz, available 11/5/15@11:00 am, close 11/6/15@10:30PM
11/10/15 Tues	Chapter 11 Strategic Planning for Service Chapter 11 Quiz, available 11/10/15@11:00am, close11/11/15@10:30PM
11/12/15 Thurs	Chapter 12 Developing a Staff (1)
11/17/15 Tues	Chapter 12 (2) Chapter 12 Quiz, available 11/17/15@11:00am, close 11/18/15@10:30PM

- 11/19/15 Thurs Chapter 13 Marketing and Establishing an Image for Service (1)
- 11/24/15 Tues Chapter 13 (2) Video and Discussion: Social Sip, Taste wine and Twitter;
You are What You Eat and Tweet
- Chapter 13 Quiz, available 11/24/15@11:00am,close 11/25/15@10:30PM
- 11/26/15-11/27/15 **THANKSGIVING BREAK NO CLASSES**
- 12/1/15 Tues Class Discussion: Setting the Table by Danny Meyer
- 12/3/15 Thurs **Book Report Due in CLASS (60 points)**

**FINAL EXAM, IN CLASS, THURSDAY, DECEMBER 10th, 2015,
10:00AM to NOON**