

HOSP 54 Course Outline as of Fall 2024

CATALOG INFORMATION

Dept and Nbr: HOSP 54

Title: CUST RELATIONS FOR HOSP

Full Title: Customer Relations for the Hospitality Industry

Last Reviewed: 9/14/2020

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50	Lecture Scheduled	1.50	17.5	Lecture Scheduled	26.25
Minimum	1.50	Lab Scheduled	0	5	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.50		Contact Total	26.25
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 52.50

Total Student Learning Hours: 78.75

Title 5 Category: AA Degree Applicable

Grading: Grade or P/NP

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

**Catalog Description:**  
This course covers the concepts and skills for providing outstanding customer relations including problem solving, effective communications, dealing with challenging customers, and cultural components of customer interactions service excellence. It also discusses customer relations goals, the importance of customer relations to business success, and current trends and practices.

**Prerequisites/Corequisites:**

**Recommended Preparation:**  
Eligibility for ENGL 100 OR EMLS 100 (formerly ESL 100) or appropriate placement based on AB705 mandates; and Course Completion or Concurrent Enrollment in HOSP 53

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: This course covers the concepts and skills for providing outstanding customer relations including problem solving, effective communications, dealing with challenging customers, and cultural components of customer interactions service excellence. It also discusses customer relations goals, the importance of customer relations to business success, and

current trends and practices. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 OR EMLS 100 (formerly ESL 100) or appropriate placement based on AB705 mandates; and Course Completion or Concurrent Enrollment in HOSP 53

Limits on Enrollment:

Transfer Credit: CSU;

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	Effective:	Inactive:
<b>CSU GE:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>IGETC:</b>	<b>Transfer Area</b>	Effective:	Inactive:
<b>CSU Transfer:</b>	Transferable	Effective: Fall 2014	Inactive:
<b>UC Transfer:</b>		Effective:	Inactive:

**CID:**

**Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Identify the principles of effective customer relations, from outstanding to poor.
2. Describe the concept of personalized customer relations.
3. Demonstrate effective problem solving in customer relations.
4. Explain the concept of dealing with negative customer reactions and problem resolution.

### **Objectives:**

At the conclusion of this course, the student should be able to:

1. Discuss the importance and goals of exceptional customer relations.
2. Describe different techniques in approaching customer relations.
3. Compare customer relations programs and industry standards.
4. Analyze methods used by companies famous for quality customer relations.
5. Analyze the attributes of a good customer relations oriented business.
6. Describe and apply the problem solving process as it relates to customer relations
7. Identify personal working style to maintain good customer relations.
8. Manage conflicts with co-workers and customers.
9. Describe how new technological trends are affecting customer relations.

### **Topics and Scope:**

#### **I. Introduction**

##### **A. Definitions of Customer Relations**

1. What is customer relations?

2. Preventative vs. Reactive approach
3. Proactive service
4. Integrity
5. Empathy
6. Sympathy
7. Compassion
- B. History of Service - Passion for the art of service
- II. Current Customer Service Programs and Industry Standards
  - A. Analyze the attributes of a customer service oriented business
  - B. Trends
  - C. Best practices
  - D. Evaluate the effectiveness of various customer service techniques
  - E. Empowerment of Employees
  - F. Internal Customers - Corporate Cultures
- III. The Art of Giving Good Service
  - A. Three basic elements
    1. Expand your definition of service
    2. Reconsider who your customers are
    3. Develop a customer-friendly attitude
  - B. Developing a customer service oriented business
    1. In-focused company
    2. Customer-focused company
    3. It pays to please
  - C. Evaluating service
    1. Self-evaluation
    2. Company evaluation
- IV. Problem Solving
  - A. Role of problem solving in customer service
  - B. Creativity and problem solving
  - C. Problems as opportunities
  - D. Resolving conflict
  - E. Problem-solving process
  - F. Problem-solving strategies
- V. Identifying with Your Customer
  - A. Evaluating your working style
  - B. Understanding your working style
  - C. Identifying with different types of customers (generational, cultural, etc.)
  - D. Creating a customer profile
  - E. Empowering employees
  - F. Understanding the customer's perception
- VI. Managing Conflict with Co-workers
  - A. How internal conflict affects the customer
  - B. The four conflict traps and how to avoid them
  - C. How to be more assertive
  - D. Five basic truths about people: preventing unnecessary conflict
- VII. Customer Satisfaction and Problem Resolution
  - A. Ways to sell with service
  - B. Service and return on investment
  - C. Best practices: methods used by companies famous for quality customer relations
  - D. Contemporary trends in customer relations

**Assignment:**

1. Weekly reading assignments (approximately 30-50 pages)
2. Journal of customer service observations - daily diary
3. Weekly company profile papers
4. Preparation of class discussion and group work including analysis of current scenarios
5. Role-playing activities
6. Final exam

### Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Weekly profiles and journal

Writing  
30 - 40%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Group work

Problem solving  
5 - 15%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

Skill Demonstrations  
0 - 0%

**Exams:** All forms of formal testing, other than skill performance exams.

Final exam

Exams  
10 - 15%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Class discussions, Role-playing

Other Category  
35 - 55%

### Representative Textbooks and Materials:

Customer Service: A Practical Approach. 6th ed. Harris, Elaine. Pearson Education. 2013 (classic)

Instructor prepared materials.