

Course Outline

School:	Hospitality Tourism & Culinary
Department:	Hospitality and Tourism
Course Title:	Professional Service Experienc
Course Code:	HOSP 103
Course Hours/Credits:	28
Prerequisites:	N/A
Co-requisites:	N/A
Eligible for Prior Learning, Assessment and Recognition:	Yes
Originated by:	Jennifer Mueller
Creation Date:	Fall 2019
Revised by:	Hoshedar Batliwalla
Revision Date:	Fall 2023
Current Semester:	Fall 2024
Approved by:	

Suzanne Caskie, Associate Dean/Dean,
Hospitality Tourism & Culinary

Students are expected to review and understand all areas of the course outline.

Retain this course outline for future transfer credit applications. A fee may be charged for additional copies.

This course outline is available in alternative formats upon request.

Acknowledgement of Traditional Lands

Centennial is proud to be a part of a rich history of education in this province and in this city. We acknowledge that we are on the treaty lands and territory of the Mississaugas of the Credit First Nation and pay tribute to their legacy and the legacy of all First Peoples of Canada, as we strengthen ties with the communities we serve and build the future through learning and through our graduates. Today the traditional meeting place of Toronto is still home to many Indigenous People from across Turtle Island and we are grateful to have the opportunity to work in the communities that have grown in the treaty lands of the Mississaugas. We acknowledge that we are all treaty people and accept our responsibility to honor all our relations.

Course Description

Working in the hospitality industry requires a commitment to service and a professional approach while providing guests with the best possible experience. This course will provide students with fundamental skills in handling guest interactions with practice in service delivery and service recovery scenarios as well as professional communication and industry networking.

External Standard Information (ESI)

N/A

Program Outcomes

Successful completion of this and other courses in the program culminates in the achievement of the Vocational Learning Outcomes (program outcomes) set by the Ministry of Colleges and Universities in the Program Standard. The VLOs express the learning a student must reliably demonstrate before graduation. To ensure a meaningful learning experience and to better understand how this course and program prepare graduates for success, students are encouraged to review the Program Standard by visiting <http://www.tcu.gov.on.ca/pepg/audiences/colleges/progstan/>. For apprenticeship-based programs, visit <https://www.skilledtradesontario.ca/about-trades/trades-information/>.

Course Learning Outcomes

The student will reliably demonstrate the ability to:

1. Apply effective verbal and non-verbal communication skills in service based interactions.
2. Compose professional written communications according to the intended audience.
3. Identify various forms of guest feedback including comments, compliments and complaints.
4. Determine problem resolution techniques with active listening and empathy.
5. Explore and analyze the various service commitments of reputable organizations.

Essential Employability Skills (EES)

The student will reliably demonstrate the ability to*:

1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.
4. Apply a systematic approach to solve problems.

5. Use a variety of thinking skills to anticipate and solve problems.

**There are 11 Essential Employability Skills outcomes as per the Ministry Program Standard. Of these 11 outcomes, the following will be assessed in this course.*

New Essential Skills (NES)

N/A

Global Citizenship and Equity (GC&E) Outcomes

N/A

Methods of Instruction

Interactive lessons, videos and activities. This course may be delivered in either a synchronous or asynchronous format.

Text and Other Instructional/Learning Materials

Online Resource(s):

www.linkedin.com

www.linkedin.com/learning

www.typsy.com

Material(s) Required for Completing this Course:

available on eCentennial

Evaluation Scheme

- ✦ Class Contribution Activities: Students will earn marks on participation in exercises, activities and discussions that take place during class time
- ✦ Typsy Certifications: Typsy Certifications:
 - Body Language Basics (2.5%)
 - Customer (Experiential) Service (2.5%)
- ✦ Skills Assessment - Greeting: Video assessment where students offer a welcome to their favorite restaurant or the Local Café & Restaurant.
- ✦ Skills Assessment - Courtesy and Listening: Role play assessing effective use of non-verbal and verbal communication techniques.
- ✦ Written Communication Activity: An activity where students test their knowledge of written communication skills.
- ✦ LinkedIn Profile Assignment: Students will build a professional LinkedIn profile.
- ✦ Skills Assessment - Written Communication: Assignment where students edit and compose short written works for various audiences.
- ✦ Telephone Etiquette: Online training program in LinkedIn Learning on Telephone Customer Service.
- ✦ Disney Service Module: Video module and quiz covering Disney's service training (prepared by students who participated in the Disney FLIP 2019).
- ✦ Skills Assessment - Final: This role play skills assessment identifying guest feedback, showing empathy and guest problem resolution.

Evaluation Name	CLO(s)	EES Outcome(s)	NES Outcome(s)	GCE Outcome(s)	Weight/100
Class Contribution Activities	1, 2, 3, 4, 5	1, 2, 4, 5			19
Typos Certifications	1, 3, 4				5
Skills Assessment - Greeting	1	1			12
Skills Assessment - Courtesy and Listening	1	2			12
Written Communication Activity	1, 2	1, 2			5
LinkedIn Profile Assignment	2	1			10
Skills Assessment - Written Communication	2	1, 2			12
Telephone Etiquette	1, 4	1			5
Disney Service Module	5				5
Skills Assessment - Final	3, 4	1, 2, 4			15
Total					100%

If students are unable to write a test they should immediately contact their professor or program Associate Dean for advice. In exceptional and well documented circumstances (e.g. unforeseen family problems, serious illness, or death of a close family member), students may be able to write a make-up test.

All submitted work may be reviewed for authenticity and originality utilizing College approved plagiarism prevention software. Students who do not wish to have their work submitted to College approved plagiarism prevention software must, by the end of the second week of class, communicate this in writing to the instructor and make mutually agreeable alternate arrangements.

When writing tests, students must be able to produce official Centennial College photo identification or they may be refused the right to take the test or test results will be void.

Tests or assignments conducted remotely may require the use of online proctoring technology where the student's identification is verified and their activity is monitored and/or recorded, both audibly and visually through remote access to the student's computer and web camera. Students must communicate in writing to the instructor as soon as possible and prior to the test or assignment due date if they require an alternate assessment format to explore mutually agreeable alternatives.

Student Accommodation

The Centre for Accessible Learning and Counselling Services (CALCS) (<http://centennialcollege.ca/calcs>) provides programs and services which empower students in meeting their wellness goals, accommodation and disability-related needs. Our team of professional psychotherapists, social workers, educators, and staff offer brief, solution-focused psychotherapy, accommodation planning, health and wellness education, group counselling, psycho-educational workshops, adaptive technology, and peer support. Walk in for your first intake session at one of our service locations (Ashtonbee Room L1-04, Morningside Room 190, Progress Room C1-03, The Story Arts Centre Room 285, Downsview Room 105) or contact us at calcs@centennialcollege.ca, 416-289-5000 ext. 3850 to learn more about accessing CALCS services.

Use of Dictionaries

- Any dictionary (hard copy or electronic) may be used in regular class work.
- Dictionary use is not permitted in test or examination settings.

Program or School Policies

N/A

Course Policies

N/A

College Policies

Students should familiarize themselves with all College Policies that cover academic matters and student conduct.

All students and employees have the right to study and work in an environment that is free from discrimination and harassment and promotes respect and equity. Centennial policies ensure all incidents of harassment, discrimination, bullying and violence will be addressed and responded to accordingly.

Academic Honesty

Academic honesty is integral to the learning process and a necessary ingredient of academic integrity. Forms of academic dishonesty include cheating, plagiarism, and impersonation, among others. Breaches of academic honesty may result in a failing grade on the assignment or course, suspension, or expulsion from the college. Students are bound to the College's AC100-11 Academic Honesty and Plagiarism policy.

To learn more, please visit the Libraries information page about Academic Integrity

<https://libraryguides.centennialcollege.ca/academicintegrity> and review Centennial College's Academic Honesty Module:

https://myappform.centennialcollege.ca/centennial/articulate/Centennial_College_Academic_Integrity_Module_%202/story.html

Use of Lecture/Course Materials

Materials used in Centennial College courses are subject to Intellectual Property and Copyright protection, and as such cannot be used and posted for public dissemination without prior permission from the original creator or copyright holder (e.g., student/professor/the College/or third-party source). This includes class/lecture recordings, course materials, and third-party copyright-protected materials (such as images, book chapters and articles). Copyright protections are automatic once an original work is created, and applies whether or not a copyright statement appears on the material. Students and employees are bound by College policies, including AC100-22 Intellectual Property, and SL100-02 Student Code of Conduct, and any student or employee found to be using or posting course materials or recordings for public dissemination without permission and/or inappropriately is in breach of these policies and may be sanctioned.

For more information on these and other policies, please visit www.centennialcollege.ca/about-centennial/college-overview/college-policies.

Students enrolled in a joint or collaborative program are subject to the partner institution's academic policies.

PLAR Process

This course is eligible for Prior Learning Assessment and Recognition (PLAR). PLAR is a process by which course credit may be granted for past learning acquired through work or other life experiences. The PLAR process involves completing an assessment (portfolio, test, assignment, etc.) that reliably demonstrates achievement of the course learning outcomes. Contact the academic school to obtain information on the PLAR process and the required assessment.

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Topical Outline (subject to change):

ORIGINAL TOPICAL

Week	Topics	Readings/Materials	Weekly Learning Outcome(s)	Instructional Strategies	Evaluation Name and Weight	Evaluation Date
1	Introduction to Professional Service Experience	Material provided in eCentennial	-Review course outcomes and evaluation scheme -Define 'service' -Discuss what it takes to be a service professional	Faculty led instruction Group discussion	Introduction Video/Definition of Service (2% Contribution Activity)	
2	First Impressions	Material provided in eCentennial	-Determine the importance of welcoming. -Identify ways to create a great first impression.	Faculty led discussion Group work Class discussion	(2% Contribution Activity)	
3	Greeting and Courtesy	Material provided in eCentennial	Practice various greeting skills. Learn and apply the 10-5-3 rule.	Class activity, role play	Skills Assessment - Video Greeting (12%)	
4	Verbal communication in service	Material provided in eCentennial	-Discuss positive language. -Articulate the skills we need to communicate effectively. -Differentiate what it means to "choose the right words" in verbal communication. -Describe the two different types of questions that may be used in communication and distinguish when to use each. -Explore four different styles of communication.	Faculty led discussion Class discussion		
5	Non-Verbal Communication	Material provided in eCentennial & Topsy Learning Portal	-Determine the significance of non-verbal communication (eye contact, smiling). -Show active listening skills.	Faculty led discussion Group work Class discussion	Topsy - (2.5% Contribution Activity)	
6	Skills Assessment - Courtesy and Listening	Material provided in eCentennial	-Display ability to handle inquiries and apply courtesy, active listening and positive language.	Faculty led discussion Individual work	Skills Assessment - Courtesy and Listening (12%)	
7	Written Communication	Material provided in eCentennial	-Display ability to handle inquiries -Apply effective use of language for various audiences including guests. -Review the fundamentals of grammar.	Role play Assessment	Goods on Grammar Writing Activity (5%)	

Week	Topics	Readings/Materials	Weekly Learning Outcome(s)	Instructional Strategies	Evaluation Name and Weight	Evaluation Date
			-Use courtesy, positive language in written communication.			
8	Written communication - Create a LinkedIn Profile	LinkedIn module on eCentennial and LinkedIn platform	-Review effective written communication techniques. -Prepare a professional LinkedIn profile.	Individual online work Faculty led instruction Class discussion	LinkedIn profile (10%)	
9	Skills Assessment - Written Communication Assessment	Material provided in eCentennial	Complete written communication assessment.	In-class evaluation.	Skills Assessment - Written Communication (12%)	
10	Telephone Etiquette	Material provided in eCentennial and LinkedIn Learning Portal	-Complete LinkedIn Learning Telephone Service training and certificate.	Faculty led discussion Group activity	Telephone Service Skills Module (5%)	
11	Guest Feedback	Material provided in eCentennial & Typsy Learning Portal	-Identify various forms of guest feedback. -Determine guest needs through active listening. -Examine ways to show empathy.	Faculty led discussion Group work Class discussion	Guest Feedback activity (5% Contribution Activity) Typsy (2.5% Contribution Activity)	
12	Service Commitments	Material provided in eCentennial	Compare and analyze various the service commitments of various organizations.	Group presentations Class discussion	Service Commitments Discussion (6% Contribution Activity)	
13	Responding to Guest feedback and Problem resolution	Material provided in eCentennial	Evaluate effective ways to responding to guest feedback.	Group activity	Wrapping up PSE (4% Contribution Activity) Disney Service Quiz (5%)	
14	Skills Assessment - Final Role play Assessment	Material provided in eCentennial	Illustrate problem resolution techniques and empathy in guest interactions.	Role play Assessment	Skills Assessment - Problem Solving (15%)	

Week	Topics	Readings/Materials	Weekly Learning Outcome(s)	Instructional Strategies	Evaluation Name and Weight	Evaluation Date