Montgomery County Community College
HOS 185
Managing the Customer Experience
3-3-0

COURSE DESCRIPTION:
This course is designed to provide the students with a broad perspective of customer service requirements in the hospitality industry. Students will learn how to deliver an exceptional guest experience and to act on customer requests and complaints in a service-minded manner. Topics will include anticipating guests' needs, providing proactive service, exceeding guest expectations, empowering employees, and turning challenges into opportunities. Discussions will include industry best practices as exhibited by widely known businesses and hospitality organizations.

REQUISITES:
Previous Course Requirements
- HOS 111 Introduction to the Hospitality Industry
- CUL 102 Hospitality Fundamentals

Concurrent Course Requirements
- CUL 170 Management & Supervision

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Define the expectations of the internal and external customer as well as the owners and investors.	Discussion Case Studies Successful Organization of the Week Current Events Selected Readings Assignments	Exams/Quizzes Graded Case Studies

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
2. Implement the Six Steps of quality to the hospitality industry customer experience.	Discussion Case Studies Successful Organization of the Week Current Events Selected Readings	Exams/Quizzes Graded Case Studies
. Create a strategic quality service plan.	Discussion Case Studies Successful Organization of the Week Current Events Examples	Exams/Quizzes Graded Strategic Quality Service Plan
4. Supervise individuals or lead teams to provide and maintain sustainable excellence at all levels.	Discussion Case Studies Successful Organization of the Week Current Events Selected Readings	Exams/Quizzes Graded Case Studies
5. Apply the CQI (Continuous Quality Improvement) strategies.	Discussion Case Studies Successful Organization of the Week Current Events Selected Readings	Exams/Quizzes Graded Case Studies Graded Reviews of Selected Readings
6. Create an effective customer service survey.	Discussion Successful Organization of the Week Examples	Graded Customer Service Survey

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:
1. An Overview of Managing for Quality
2. Champions of Quality
3. Quality Management
4. Tapping the Organization's Hidden Strengths
5. Team Effectiveness
6. Serving External Customers
7. CQI Journey
8. The Tools of the Trade
9. Strategic Quality Plan

10. Assessing Quality
11. Implementing Quality
12. Leading Quality
13. Quality Life

LEARNING MATERIALS:
King and Cichy: *Managing for Quality in the Hospitality Industry* (1st Ed.) 2006

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management systems.

COURSE APPROVAL:
Prepared by Debra Hunt   Date: 9/24/2015
VPAA/Provost or designee Compliance Verification   Date: 12/22/2015

Revised by: Debbie Dalrymple   Date: 6/27/2016
VPAA/Provost or designee Compliance Verification: Date: 6/27/2016

This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.