

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

American Public University System

The Ultimate Advantage is an Educated Mind

School of Business
HOSP400
Quality Service Management
3 Credit Hours
8 weeks
Prerequisite(s): HOSP100

Please see the **Lessons** area in the classroom for additional course specific information

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Course Description (Catalog)

This course focuses on service delivery and methods for implementation and improvements within the service delivery process. Special emphasis will be placed on management and supervision techniques in service quality along with steps in critical evaluating and implementing a quality service plan within hospitality based organizations.

Course Scope

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This course is designed for students who desire to improve their understanding in delivering quality customer service in the hospitality industry. It will identify how to create a quality service culture within an organization, and includes how to develop effective service assessment practices and continuous quality improvement plans. This course will also provide students with the basics of understanding customer expectations in a demanding and competitive marketplace.

Course Materials

Required Course Textbook

HOSP400	Martin, William B.	Quality Service: What every hospitality manager needs to know	Prentice Hall	0-13-093018-0
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Textbook in APA format:

Martin, William B. *Quality Service: What every hospitality manager needs to know*. Upper Saddle River, NJ: Prentice Hall.

The VitalSource e-book is provided via the APUS Bookstore.

Please visit <http://apus.libguides.com/bookstore> for more information.

Required Readings – As assigned, see Weekly Lessons and Forum Postings

Additional Resources and Websites – See Weekly Lessons

Course Objectives

After successfully completing this course, you will be able to:

1. From a procedural and personal perspective, apply the six steps to providing quality customer service to four distinct types of service.

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2. Assess the effectiveness of a given customer service scenario, as it relates to personal service, and customer satisfaction.
3. Evaluate tools used to measure achievement of customer value expectations.
4. Differentiate the value of various techniques used to obtain customer feedback.
5. Assess the effect a top level Quality Service plan has on customer loyalty.

8 – Week Course Outline

Week	Topic(s)	Learning Objective(s)	Reading(s)	Assignment(s)
1	What is “Quality Service”?	1	Chapter 1	Forum 1 – Introductions Assignment Week 1
2	The “Procedural” side of Customer Expectations	2	Chapter 2	Forum 2 Quiz Week 2
3	The “Personal” side of Customer Expectations	3	Chapter 3	Forum Assignment Week 3
4	Creating an Effective Service Culture	4	Chapter 5	Forum 4

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5	Defining What Quality Service is Personally	5	Chapter 4	Forum 5 Assignment Week 5 Quiz Week 5
6	Implementing Quality Service into your Organization	6	Chapter 6	Forum 6 Week 6 Quiz
7	Assessing Your Progress/ Rewarding Success	7	Chapter 7	Forum 7
8	Maintaining Quality Service and Developing Quality Improvement Plans	8	Chapter 8	Forum 8 Quiz Week 8 Final Essay Due

Evaluation Procedures

Reading Assignments: The textbook and additional journals as assigned in the lessons

Forum Assignments: Detailed forum expectations and grading rubrics are posted in the forums and in the classroom lessons.

Homework Assignments and Final Project: There are assignments due throughout the course, and a final project due at the end of the course. Specific details for each assignment can be found in the Assignments section of your online classroom.

Quizzes: Online quizzes may be comprised of multiple choice, short answer and true/false questions.

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Core Components	% Grade
Forum Posts #1-8	30
Assignments/Case Study/Projects	30
Quizzes	25
Final Essay	15
Total	100

Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

Policies & Guidelines

Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

[Drop/Withdrawal Policy](#)

[Plagiarism Policy](#)

[Extension Process and Policy](#)

[Disability Accommodations](#)

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Grading Scale

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

Citation and Reference Style

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Netiquette

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), :), ☺

Disclaimer Statement

Course content may vary from the outline to meet the needs of this particular group.

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Academic Services

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to librarian@apus.edu.

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors' publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. [Tutor.com](http://tutor.com) connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- **Disability Accommodations:** Students are encouraged email dsa@apus.edu to discuss potential academic accommodations and begin the review process.

Request a Library Guide for your course (<http://apus.libguides.com/index.php>)

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

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If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

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