



RRTM300 - Management of Service Organizations

Master Course Syllabus

Course Overview (QM Standards 1.2)

Course description:

This course examines the context, theories, and underlying principles of service, leadership and group dynamics, and how these concepts are applied by hospitality and recreation leaders who are charged to convert the needs and interests of people into meaningful and personally fulfilling experiences. Emphasis is placed on the general competencies needed to be a successful service provider and recreation leader, such as problem solving, communication, participant motivation, facilitating, managing participant and group behavior, and teaching. A variety of recreational contexts are critically examined through the logical framework of planning, implementation, and evaluation.

This course is divided into three modules, each concluding with an exam. The module exams and the final exam are designed to test recognition, recall, conceptual relationships, and application. Together these four exams represent 40% of the student's grade.

Each module contains required reading from text chapters, notes, and diagrams, each with an accompanying homework assignment that addresses vocabulary, concepts, relationship to other concepts, and application to reality. This serves to prepare students for the exams and provide them with a non-test environment to demonstrate an understanding of the material. All of this work, together, represents 30% of the student's grade.

The two semester activity assignments serve to bridge the three modules connecting them as the semester progresses. Each is to be started at the beginning of the semester and continued as works in progress until the end. These two assignments, the Memo and Vacation, are for reflection of personal experience and application of course information in a way that is personal and meaningful for the student. This portion advances the student into synthesis and evaluation of the information. Together, these two assignments represent 30% of the student's grade.

All students are welcome to work ahead, but the modules and activities should be completed by the due dates so that you won't fall behind. In sort, "self-paced" means that you may work ahead, but not behind.

Course Goals and Objectives:

To successfully complete the course, students:

- Will identify and apply vocabulary relevant to customer service industries and personnel management.
- Will identify, discuss, and apply concepts and theories relevant to customer service industries, leadership, and personnel management.
- Will recognize and describe concepts and vocabulary in personal examples and situations.
- Will practice using the concepts and tools to resolve hypothetical conflicts.
- Will be able to write detailed reports addressing situations and recommending solutions and improvements.
- Will apply tourism, hospitality, and leadership concepts and practices to actual life circumstances with attention to improvements for the future.

Pre-Requisites (QM Standard 1.6)

No pre-requisites are required for this course.

Minimum Technical Requirements and Online Resources (QM Standards 1.5 & 1.7)

In addition to a web browser (preferable Firefox) that is Blackboard compatible, you will need the following software in order to complete the activities in this class:

1. RELIABLE computer
2. Internet access
3. A WVROCKS logon name and password to access Blackboard
4. Word processing package capable of reading and creating .doc, .docx text formatted documents.
5. Virus Protection Software: This course requires you to download and upload files from your PC. Virus protection software protects your computer and my computer.

Online Resources: This course makes use of many online resources. I have made every effort to make sure the links I have are up-to-date. However, due to the changing nature of the web, you may find that a resource is temporarily unavailable or has been removed. If this should happen, please send me an email and I will find an alternative resource or modify the assignment accordingly.

Instructor Information (QM Standards 1.8 & 5.3)

Individual instructors complete this information.

Virtual Office Hours

I am available in my virtual office by appointment only. Send me an email to set up an appointment.

Personal Commitment

My personal commitments to you as a participant include:

I will reply to course mail messages Monday through Friday and not on weekends;

I will read all discussion postings and will reply where appropriate within 3 days

I will acknowledge my receipt of every course mail message immediately upon reading it. If I am unable to respond to the request or concern at the time of initial reply, I will give you an estimated time for my next reply.

If I am going to be away from the course space for more than a day or two (except weekends), I will send a message to you indicating the length of my absence.

I will regularly update information regarding due dates in the course announcements.

Optional/Required Course Materials (QM Standard 4.6)

You will find your required textbook information in the course catalog at <http://ilearn-wvrocks.wvnet.edu>. All other required readings and videos are included in each of the modules.

Grading Policy (QM Standard 3.2)

Each module consists of a series of assignments, discussions and/or quizzes, each having specific point values. For each assignment or discussion you will be given the rubric or grading criteria from which you will be evaluated.

Course Evaluation:

3 Section Exams	= 30% Total
Final Exam	= 10%
2 Semester Papers	= 20% Total
10 Homework Assignments	= 30% Total
Online Participation in Discussions	= 10% Total

A = 90-100%

B = 80-89.9%

C = 70-79.9%

D = 60-69.9%

F = < 60%

Module Objectives and Assessments (QM Standard 2.2, 2.3, 2.4, 2.5, 3.4, 3.5, 5.1)

Module 1

After you have complete the readings and content for this module you will be able to:

- **Discuss** the role of management in service organizations. [M1A2: Poor Service Discussion]
- **Define** vocabulary relevant to customer service industries and personnel management. [M1A1 and M1A3 Vocabulary, M1E1: Exam]
- **Identify and explain** concepts and theories relevant to customer service industries [M1E1: Exam]
- **Recognize and describe** concepts and vocabulary in personal examples and situations [M1A1and M1A3 Stories]
- **Practice** using the concepts and tools to resolve hypothetical conflicts [M1 Paper: Memo]
- **Write** detailed reports addressing situations and recommending solutions and improvements [M1A1 Assignments]
- **Apply** tourism, hospitality, and leadership concepts and practices to actual life circumstances with attention to improvements for the future [M1A1 and M1A3: Future]

Module 2

After you have complete the readings and content for this module you will be able to:

- **Discuss** the role of management in service organizations. [M2A2: Discussion]
- **Identify and define** vocabulary relevant to customer service industries and personnel management. [M2A1-6 Vocabulary, M2E1]
- **Identify and explain** concepts and theories relevant to customer service industries, leadership, and personnel management [M2E1]
- **Recognize and describe** concepts and vocabulary in personal examples and situations [M2A1-6 Stories]
- **Write** detailed reports addressing situations and recommending solutions and improvements [M2A1-6 Assignments]
- **Apply** tourism, hospitality, and leadership concepts and practices to actual life circumstances with attention to improvements for the future [M2A1-6 Future]

Module 3

After you have complete the readings and content for this module you will be able to:

- **Discuss** the role of management in service organizations. [M3A1-8, CAA1-2]
- **Identify and define** vocabulary relevant to customer service industries and personnel management. [M3A2, M3A4, M3A6, M3A8, M3E1, CAA1-3]
- **Identify and define** concepts and theories relevant to customer service industries, leadership, and personnel management [M3A2, M3A4, M3A6, M3A8, M3E1, CAA1-3]

- **Recognize and describe** concepts and vocabulary in personal examples and situations [M3A2, M3A4, M3A6, M3A8, CAA1-2]
- **Practice** using the concepts and tools to resolve hypothetical conflicts[CAA2]
- **Write** detailed reports addressing situations and recommending solutions and improvements [M3A2, M3A4, M3A6, M3A8, CAA1-2]
- **Apply** tourism, hospitality, and leadership concepts and practices to actual life circumstances with attention to improvements for the future [M3A2, M3A4, M3A6, M3A8, CAA1-3]