

SOUTH SEATTLE COLLEGE
Technical Education Division

COURSE OUTLINE
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DEPARTMENT:	Professional Technical Education
CURRICULUM:	BAS/Hospitality Management
COURSE TITLE:	Services Operations Management
COURSE NUMBER:	HMG 412
TYPE OF COURSE:	Lecture
COURSE LENGTH:	1 quarter
CREDIT HOURS:	5
LECTURE HOURS:	55
LAB HOURS:	0
CLASS SIZE:	25
PREREQUISITES:	Students must be enrolled as BAS students in the Hospitality Management Program or approved by instructor.
COURSE DESCRIPTION:	This is a survey class is designed to teach students to design and manage service systems of hospitality operations, control of customer interaction, personnel activities and inventory.

STUDENT LEARNING OUTCOMES ADDRESSED:

Communication

- Read and listen actively to learn and communicate.
- Speak and write effectively for personal, academic, and career purposes.

Computation

- Use arithmetic and other basic mathematical operations as required by program of study
- Apply quantitative skills for academic and career purposes

Human Relations

- Use social interactive skills to work in groups effectively.
- Have knowledge of the diverse cultures represented in our multicultural society.

Critical Thinking and Problem Solving

- Think critically in evaluating information, solving problems and making decisions.

Technology

- Select and use appropriate technological tools for academic and career tasks.

Personal Responsibility

- Uphold the highest standard of academic honesty and integrity.
- Respect the rights of others in the classroom, online and in all other school activities.
- Attend class regularly, complete assignments on time and effectively participate in classroom and online discussions, group work and other class-related projects and activities.
- Abide by appropriate safety rules in laboratories, shops and classrooms.

Information Literacy

- Independently access, evaluate and select information from a variety of appropriate sources.
- Have knowledge about legal and ethical issues related to the use of information.
- Use information effectively and ethically for a specific purpose.

PROGRAM OUTCOMES:

3. Describe a business philosophy
4. Utilize computer technology
8. Demonstrate a competency in understanding and executing human resource policy and practices consistent with organization objectives and third party regulatory entities.
9. Demonstrate knowledge in personal skills as it pertains to the hospitality industry including professional business etiquette and ethics
10. Apply basic principles of management and leadership
11. Recognize diversity of cultural influences and values
12. Manage and implement daily operations of a hospitality enterprise
13. Understand and apply basic principles of business law and ethics

GENERAL COURSE OBJECTIVES:

After successfully completing this course the student will be able to:

1. Understand the growing importance of service industries in the modern economy, with particular emphasis on the hospitality and tourism sectors.
2. Explain the concept of a “service package” and its application in the hospitality industry.
3. Understand and apply the process of services marketing, and the challenges faced by services managers.
4. Have a thorough understanding of the various service quality models and their application in the hospitality industry.
5. Appreciate the importance of understanding guest expectations and perceptions of quality in a service context, and be familiar with the major techniques of gathering guest information.
6. Comprehend the various methods of measuring service quality.
7. Describe the importance of a well-designed service system.
8. Identify some of the most practical techniques for managing service operations.
9. Understand the benefits and challenges of service empowerment, service guarantees, and service recovery.

