



Experiential Learning and Leadership in the Service

Industry

HTM*4080

Winter 2022

0.5 Credits

General Course Information

Instructor: Alison Crerar

Email acrerar@uoguelph.ca

Office Hours by appointment (please email to make an appointment)

Department/School HFTM

Class Schedule: Lectures are being presented remotely (posted each Monday) and seminar is face-to-face on campus – Thursday 5:30 – 6:50pm

Pre-requisites: None

Restrictions: 14.00 credits and a minimum of 700 hours of verified work experience in the hospitality, sport and tourism industry.

Course Description

An integration of the students' academic studies with their work experiences. Emphasis will be placed on applying and evaluating theoretical concepts in different working environments. Students will investigate the concept of workplace fit applying this to their prospective career path.

Course Learning Outcomes

Upon successfully completing this course, you will:

1. Be able to relate the theory of the MSPC to your work placement environments
2. Show an understanding of how internal service quality impacts organizational success
3. Determine the effectiveness of leadership on internal service quality
4. Explain the role that 'Vision' plays in organizational success
5. Demonstrate and understanding of how employee engagement relates to productivity, customer focus, and retention.

6. Research and apply evidence-based research to a real-life work environment
7. Show an understanding of the difference between customer loyalty and customer advocacy.
8. Broaden your capacity for empathy and understanding of diverse human experiences by participating and reflecting on the empathy walk.

Knowledge and Understanding:

This course is designed to use a modified version of Sasser and Heskett's (1993) Service Profit Chain model as a guide for students to analyze and evaluate their work placements to date.

Discipline/Professional and Transferable Skills:

This course ensures students reflect and evaluate experiences they have had in their workplaces. Students will be presented with applicable theories and industry best practices to help them succeed in comparable workplaces moving forward.

Attitudes and Values

Describe the challenges that managers face in addressing complex problems in a diverse and global context.

Summary of Course Content and Materials

There is a large amount of resources posted on Courserlink.

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	40%	8 x 5% scheduled reflections/seminar assignments or quiz	LO 1 – 7	<i>Weeks 2,3,6, 7, 9,10 11, and 12</i>
Assessment 2:	20%	Empathy Walk Assignment	LO1-7	<i>Week 7</i>
Assessment 3:	40%	Integrated Report on the Modified Service Profit Chain and your workplace	LO 1 - 7	<i>April. 14th, dropbox at midnight</i>

Please see Courselink for specific instructions on your reflections and assignments.

Teaching and Learning Practices

Lectures Will be pre-recorded and posted on the website Monday mornings.

Course Resources

Required Text: None (readings/ course material posted on Courselink)

Recommended Text: None

Class Schedule:

Week One: Course Orientation and Introduction to Modified Service Profit Chain (MSPC)

Week Two: Vision, Mission and Values as an Organizational Road Map

Week Three: Leadership and the MSPC

Week Four: Leadership and the MSPC (part 2 – Mental Health)

Week Five: Internal Service Quality

Week Six: Employee Engagement, Productivity, Retention and Customer Focus

Week Seven: Break from MSPC - Empathy Walk Discussion & Assignment

Week Eight: External Service Quality

Week Nine: Customer Satisfaction

Week Ten: Customer Loyalty and Advocacy

Week Eleven: Business Sustainability

Week Twelve: Course Wrap & Looking Ahead after Graduation

Course Guidelines

****NEW** Special Statement on COVID-19 and in-class seminars**

I recognize since March 2020 things have been difficult and even as we move forward there is still uncertainty. Your safety, health, and well-being is a primary concern for me and I am willing to support you in any way that I can. In order to ensure safety in the face-to-face classroom I'm asking that we all must do our part to reduce risk to ourselves and others.

Expected Behavior:

Wearing Masks in the Classroom is Mandatory

It is necessary for all students, faculty, and staff to wear facemasks or cloth face coverings in classrooms, laboratories and other public spaces where in-person instruction occurs. We require the wearing of masks covering the nose and mouth in all physical classrooms to help mitigate the transmission of COVID-19. The University of Guelph as a community views the adoption of mask wearing as a sign of keeping others safe. Students who cannot wear a face covering due to a medical condition or disability, or who are unable to remove a mask without assistance, should contact their professor.

Health-related Class Absences

Please regularly evaluate your own health according to Guelph – Wellington Public Health (<https://www.wdgpulichealth.ca/>) or <https://www.uoguelph.ca/covid19/covid-info-for-students>. Do not attend class if you are ill / having any COVID symptoms.

You are encouraged to seek appropriate medical attention, the UofG Student Wellness Centre (<https://wellness.uoguelph.ca/>) is available to book an appointment with a medical professional.

. In the event of having COVID-19 or other contagious illness, please do not come to class. Instead, email me about your absence as soon as you are able so that appropriate accommodations can be explored.

Please note that documentation (a Doctor's note) for medical absences is not required. As part of their commitment to maintain confidentiality, to encourage more appropriate use of healthcare staff resources, and to support meaningful dialogue between instructors and students, Student Health Services will not provide documentation of illness.

I am committed to working with students with pre-existing medical and mental health needs, as well as new needs that may arise within the semester. I encourage you to reach out to me as early as possible to discuss any adjustments you think may be necessary in this course. Reasonable accommodations may include leveraging the course modules that have been developed in creative ways to maximize your access during times when students need to quarantine due to COVID exposure, or during an absence related to a disability or COVID-19 diagnosis. While I cannot guarantee any specific outcome, I am committed to working with you to explore all the options available in this course.

Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 25% of the total grade earned per day (including weekends) will be assigned to any

assessment (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

<https://www.uoguelph.ca/registrar/calendars/undergraduate>

Missed Assignments:

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration: <https://www.uoguelph.ca/registrar/calendars/undergraduate>

Equity, Diversity, and Inclusion Statement

At the Lang School of Business and Economics, we are committed to developing leaders with a social conscience, an environmental sensibility, and a commitment to their communities. A core tenet within this vision is that diversity is a strength with which we can experience greater connection and understanding.

As such, we affirm the importance and shared responsibility of our students, faculty, and staff creating and promoting equity and inclusion within our learning spaces. Creating these kinds of learning cultures is a process, not a destination; it requires ongoing willingness on the part of each person to thoughtfully and critically listen, unlearn, learn, and engage as they are exposed to a multitude of perspectives and lived experiences. We encourage dialogues between students and instructors to address and advance opportunities for fostering greater diversity and inclusion in the learning environment. Openness to conversations with each other enables us to reflect and grow as we learn from one another respectfully and holistically.

As a department that is training the professionals of the future, we expect our learning spaces to abide by all institutional policies and guidelines, in particular those outlined by the Office of Diversity and Human Rights and the [University of Guelph Human Rights Policy](#). Discrimination and harassment, as defined by our policies, will not be tolerated. Individuals should inform the appropriate party as per University policies if they experience any such behaviours.

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Disclaimer

Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings and academic schedules. Any such changes will be announced via CourseLink and/or class email. All University-wide decisions will be posted on the COVID-19 website and circulated by email.

Illness

The University will not require verification of illness (doctor's notes) for the fall 2020 or winter 2021 semesters.

Drop date

The last date to drop one-semester courses, without academic penalty, is last day of scheduled fall classes. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate>

Date Submitted to Chair:	
Chair Signature (Approval):	<i>S. Elliot</i>

Date Approved by Chair:	Jan 5/22