

	<p style="text-align: center;"><b>MAHATMA GANDHI UNIVERSITY</b> Kottayam, Kerala</p> <p style="text-align: center;"><b>Undergraduate Programmes (HONOURS)</b> <b>2024 Admission Onwards</b></p>
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SYLLABUS						
SIGNATURE COURSE						
<b>Name of the College</b>	Mount Royal College, Suryanelli, Idukki					
<b>Faculty/ Discipline</b>	Hospitality Business Management					
<b>Programme</b>	-					
<b>Course Coordinator</b>	Deepesh Raj					
<b>Contributors</b>						
<b>Course Name</b>	Essence of Service Excellence					
<b>Type of Course</b>	VAC					
<b>Specialization title</b>	This Signature Course does not have a specialization.					
<b>Course Code</b>	To be prepared by the University					
<b>Course Level</b>	200					
<b>Course Summary</b>	This course teaches students how to deliver top-tier service in hotels. It focuses on understanding guests, communicating effectively, and creating memorable experiences. Students will learn to handle challenges gracefully and uphold the high standards of hospitality					
<b>Semester</b>	3	<b>Credits</b>			3	<b>Total Hours</b>
<b>Course Details</b>	<b>Learning Approach</b>	Lecture	Tutorial	Practical	Others	
		3	0	0	0	45
<b>Pre-requisites, if any</b>	The students should possess a basic knowledge of, and have an interest in learning different etiquettes.					

#### Course Outcomes (CO)

Number of COs			6	
CO No.	Expected Course Outcome	Learning Domains *	PO No	
1	Understand the foundational concepts of service excellence, its significance in today's competitive landscape, and its impact on customer experience.	U	PO1, PO2	
2	Apply personal grooming and hygiene standards to project a professional image consistent with hospitality industry expectations.	A	PO1, PO9, PO10	
3	Demonstrate effective verbal and non-verbal communication techniques for engaging positively with guests and resolving service challenges.	S	PO4, PO5	
4	Analyze various guest interaction scenarios and evaluate appropriate service recovery strategies.	AN, E	PO1, PO2	
5	Develop a customer-centric mindset and a proactive approach to anticipating and exceeding guest expectations.	C	PO9, PO10	

Number of COs		6	
CO No.	Expected Course Outcome	Learning Domains *	PO No
6	Appreciate the value of teamwork and collaboration in delivering seamless service experiences.	AP	PO4, PO6, PO8

\*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

#### CO-PO Articulation Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	-	-	-	-	-	-	-	-
CO 2	3	-	-	-	-	-	-	-	3	3
CO 3	-	-	-	3	3	-	-	-	-	-
CO 4	3	3	-	-	-	-	-	-	-	-
CO 5	-	-	-	-	-	-	-	-	3	3
CO 6	-	-	-	3	-	3	-	3	-	-

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

#### Course Content

Content for Classroom transaction (Units)

Module	Units	Course Description	Hrs	CO No.
1	Foundations of Service Excellence			
	1.1	Defining Service Excellence & Its Core Concepts	3	["1"]
	1.2	Understanding Guest Expectations vs. Perceptions	2	["4", "5"]
	1.3	Cultivating a Service-Oriented Culture	2	["5"]
	1.4	Key Service Principles Empathy, Proactive Service & Anticipation	2	["5"]
	1.5	Building Customer Loyalty & Retention Strategies	2	["5"]
	1.6	The Service-Profit Chain & Its Impact	2	["1"]
	1.7	Service Quality Dimensions (SERVQUAL Basics)	2	["4"]
2	Personal Grooming & Hygiene Standards Hospitality			
	2.1	Importance of Professional Image & First Impressions	3	["2"]
	2.2	Personal Grooming & Hygiene Standards	2	["2"]
	2.3	Uniform Protocol and Professional Attire	2	["2"]
	2.4	Body Language Posture, Gestures, Eye Contact, and Facial Expressions	2	["3"]
	2.5	Maintaining Physical Wellness & Stress Management	2	["2"]
	2.6	Professional Demeanor & Conduct	2	["2", "3"]
	2.7	Guest Perception vs. Self-Perception	2	["4"]

Module	Units	Course Description	Hrs	CO No.
3		Communication & Guest Interaction		
	3.1	Effective Verbal Communication	2	["3"]
	3.2	Active Listening & Empathetic Responses	2	["3"]
	3.3	Non-Verbal Communication in Interaction	2	["3"]
	3.4	Cross-Cultural Communication Competence	2	["3", "5", "6"]
	3.5	Building Rapport & The Art of Small Talk	2	["5", "6"]
	3.6	Telephone Etiquette & Digital Communication Essentials	3	["3"]
	3.7	Managing Difficult Guests & Service Recovery (Introduction)	2	["4", "6"]

<b>Teaching and Learning Approach</b>	<b>Classroom Procedure (Mode of transaction)</b> Role play, Critical thinking, Teamwork, and Leadership skills.
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<b>Assessment Types</b>	<p><b>MODE OF ASSESSMENT</b> Mode of Assessment: Theory</p>
	<p><b>A. Continuous Comprehensive Assessment (CCA)</b> • <b>Theory - 25 Marks</b> Internal Test 15 Assignment 10</p>
	<p><b>B. End Semester Evaluation (ESE)</b> • <b>Theory - 50 Marks</b> Assessment Methods - Short Answer 50 Words 10 out of 15 <math>10 \times 2 = 20</math> Short Essays 200 Words 4 out of 6 <math>4 \times 5 = 20</math> Essays 350 Words 1 out of 3 <math>1 \times 10 = 10</math> Duration of Examination - 1.50 Hrs Pattern of examination for Theory - Non-MCQ Different parts of written examination - Part - A , B , C Answer Type: ◦ PART - A ◦ Short answer - (10 out of 15 ) - <math>10 \times 2 = 20</math> ◦ PART - B ◦ Short Essays - (4 out of 6 ) - <math>4 \times 5 = 20</math> ◦ PART - C ◦ Essays - (1 out of 3 ) - <math>1 \times 10 = 10</math></p>

## References

- "Uplifting Service: The Proven Path to Delighting Your Customers, Colleagues, and Yourself"; Author: Ron Kaufman "Setting the Table: The Transforming Power of Hospitality in Business": Author: Danny Meyer "The Amazement Revolution: Seven Customer Service Strategies to Create an Amazing Customer (and Employee) Experience": Author: Shep Hyken "The Nordstrom Way to Customer Service Excellence: A Handbook For Leading and Living in a Service-Driven Business": Authors: Robert Spector and BreAnn Hyton

## Suggested Readings

- "How to Win Friends and Influence People": Author: Dale Carnegie "The Etiquette Advantage in Business: Personal Skills for Professional Success": Authors: Peggy Post and Peter Post "Crucial Conversations: Tools for Talking When Stakes Are High": Authors: Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler "The Experience Economy, With a New Preface by the Authors: Work Is Theater & Every Business a Stage": Authors: B. Joseph Pine II and James H. Gilmore "Customer Centricity:

## Affidavit

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