

SYLLABUS						
SIGNATURE COURSE						
Name of the College	Mount Royal College, Suryanelli, Idukki					
Faculty/ Discipline	Hospitality Business Management					
Programme	-					
Course Coordinator	Deepesh Raj					
Contributors						
Course Name	Essence of Service Excellence					
Type of Course	VAC					
Specialization title	This Signature Course does not have a specialization.					
Course Code	MG3VACHBMA00					
Course Level	200					
Course Summary	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					
Semester	3	Credits			3	Total Hours
Course Details	Learning Approach	Lecture	Tutorial	Practical	Others	
		3	0	0	0	45
Pre-requisites, if any	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"]

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Role play, Critical thinking, Teamwork, and Leadership skills.
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Assessment Types	MODE OF ASSESSMENT Mode of Assessment: Theory
	A. Continuous Comprehensive Assessment (CCA) • Theory - 25 Marks Internal Test 15 Assignment 10
	B. End Semester Evaluation (ESE) • Theory - 50 Marks Assessment Methods - Short Answer 50 Words 10 out of 15 $10 \times 2 = 20$ Short Essays 200 Words 4 out of 6 $4 \times 5 = 20$ Essays 350 Words 1 out of 3 $1 \times 10 = 10$ 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) - $10 \times 2 = 20$ • PART - B ◦ Short Essays - (4 out of 6) - $4 \times 5 = 20$ • PART - C ◦ Essays - (1 out of 3) - $1 \times 10 = 10$

References

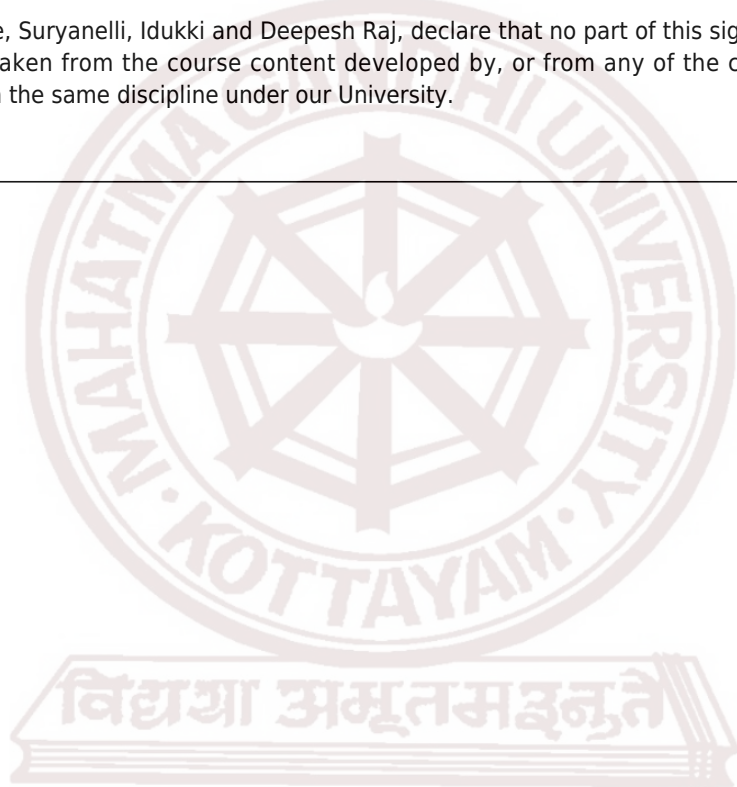
- "Uplifting Service: The Proven Path to Delighting Your Customers, Colleagues, and Yourself"; Author: Ron Kaufman "Setting the Table: The Transforming Power of Hospitality in Business": Author: Danny Meyer "The Amazement Revolution: Seven Customer Service Strategies to Create an Amazing Customer (and 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:

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MGU-UGP (HONOURS)

Syllabus