



**Victoria University**  
of Bangladesh

**HM 304**  
**Service And Quality Assurance**  
**Course Profile**  
**Fall 2016**

<b>Level</b>	<b>Undergraduate</b>
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<b>Unit of Credit</b>	<b>Three(3)</b>
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<b>Duration:</b>	<b>36 Hours</b>
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<b>Course structure: Two lecture of 1.5 hours each per week</b>
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<b>Md. Arif Hasan</b> <b>Course Teacher</b> <b>Department of Tourism &amp; Hospitality Management</b> <b>Cell:01911569686</b> <b>E-mail:arif_hasan@yahoo.com</b>
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**Text book:** Managing The Guest Experience in Hospitality

**Author:** Robert C. Ford, Ph.D.

Cherrill P. Heaton, Ph.D.

**Course Objective:**

Upon completion of this course:

This course is designed for giving extended knowledge of the hospitality service strategy, meeting guest expectations through planning, the hospitality service staff and service systems through the use of expert analysis, tools, best practices, benchmarks and case studies. Emphasis in this program would be placed on how to manage an organization in such a way that the guest's expectations are met or exceeded.

**Lecture Schedule**

<b>Lecture</b>	<b>Topic cover</b>
Lecture 01	Introduction
Lecture 02	Chapter 1 The Basics of Wow! The Guest Knows Best
Lecture 03	Chapter 2 Meeting Guest Expectations through Planning
Lecture 04	Chapter 2 Meeting Guest Expectations through Planning
Lecture 05	Chapter 3 Setting the Scene for the Guest Experience
Lecture 06	Chapter 4 Developing the Hospitality Culture: Everyone Services!
Lecture 07	Chapter 4 Developing the Hospitality Culture: Everyone Services!
Lecture 08	Chapter 5 Staffing for Service
Lecture 09	Chapter 5 Staffing for Service
Lecture 10	Chapter 6 Training for Service
Lecture 11	Chapter 6 Training for Service
Lecture 12	Review
	<b>Midterm Exam</b>
Lecture 13	Chapter 7 Serving with a Smile: Motivation and Empowerment
Lecture 14	Chapter 8 Involving the Guest: Coproduction
Lecture 15	Chapter 8 Involving the Guest: Coproduction
Lecture 16	Chapter 11 Waiting for Service
Lecture 17	Chapter 11 Waiting for Service
Lecture 18	Chapter 13 Serving Perfectly
Lecture 19	Chapter 13 Serving Perfectly
Lecture 20	Chapter 14 Service Excellences: Leading the Way to Wow!
Lecture 21	Chapter 14 Service Excellences: Leading the Way to Wow!
Lecture 22	Case Analysis and Discussion
Lecture 23	Case Analysis and Discussion
Lecture 24	Review

Assessment for student

Assessment for the course will be based on-

Worksheet	25%
Assignment & Presentation	10%
Mid Term Exam	25%
Final Exam	40%

The following Grading and point system will be followed:

<b>Numerical Grade</b>	<b>Letter Grade</b>		<b>Grade Point</b>
80% and above	A+	(A plus)	4.0
75% to less than 80%	A	(A regular)	3.75
70% to less than 75%	A-	(A minus)	3.5
65% to less than 70%	B+	(B plus)	3.25
60% to less than 65%	B	(B regular)	3.0
55% to less than 60%	B-	(B minus)	2.75
50% to less than 55%	C+	(C plus)	2.5
45% to less than 50%	C	(C regular)	2.25
40% to less than 45%	D	(D regular)	2.0
Less than 40%	F	(Fail)	0.0

Note 1: If letter grade I (Incomplete) is awarded to any student in any course ,it will indicate that he/she has attended the course but did not appear in the semester final examination .Letter W indicate withdrawn from the course .

Note 2: Assignment should be 1500-2000 words should at first be sent in the email attachment later by binding process .Presentation should be completed before one week of the semester final examination.