



Wayne County Community College District

COURSE SYLLABUS

FSM 120 Customer Service

CREDIT HOURS: 3.00

CONTACT HOURS: 45.00

COURSE DESCRIPTION: This course discusses the understanding and importance of customer service. Discussions continue with an overview of the various segments of customer service, and define what customer-centric service means in the foodservice industry. Topics include the functional components of foodservice systems and management.

PREREQUISITES: None

EXPECTED COMPETENCIES:

Upon completion of this course, the student will be familiar with:

- Recognize the importance of customer service
- Understand customer-centric service
- Understand how to define and implement an effective customer service program
- Identify professional service
- Understand how to meet, greet and seat customers
- Understand dining room service
- Understand guest payment and service recovery
- Understand how to market the positive guest experience
- Evaluate the negative guest experience

ASSESSMENT METHODS:

Student performance may be assessed by examination, quizzes, case studies, oral conversation, group discussion, oral presentations. The instructor reserves the option to employ one or more of these assessment methods during the course.

GRADING SCALE:

90%-100% = A
80%-89.9% = B
70%-79.9% = C
60%-69.9% = D
<60% = E