

# **HRM 124 Guest Service Management**

## **COURSE DESCRIPTION:**

Prerequisites: None

Corequisites: None

This course is designed to provide an introduction to the culture of dining room service management. Emphasis is placed on the dignity and psychology of service work, dining room organization/infrastructure, service delivery, and modeling management roles in a dining room environment. Upon completion, students should be able to demonstrate an understanding of the guest/server dynamic and apply these principles in a dining room setting.

Course Hours per Week: Class, 2. Lab, 2. Semester Hours Credit, 3.

## **LEARNING OUTCOMES:**

Upon completing requirements for this course, the student will be able to:

1. Discuss what is involved in being a service provider in a food service operation
2. Explain how genre, infrastructure, service style, atmosphere, and staff all affect one another
3. Describe the actions required before the guests arrive
4. Discuss the guest service interaction
5. Identify and demonstrate current technology available in the food service industry
6. Discuss the importance of selling beverages professionally, profitably and responsibly

## **OUTLINE OF INSTRUCTION:**

1. Discuss what is involved in being a service provider in a food service operation
  - A. Hospitality service
  - B. Food & Beverage delivery
  - C. Working as part of a team
  - D. Qualifications for the job
  - E. Types of operations
2. Explain how genre, infrastructure, service style, atmosphere, and staff all affect one another
  - A. Types and degrees of "entertaining"
  - B. Familiarity and play and when they are appropriate
  - C. The "feel" of the establishment and its relationship to everything
  - D. The role of menu prices
3. Describe the actions required before the guests arrive
  - A. Planning to seat people
    - i. reservations
    - ii. call-ahead seating
    - iii. wait lists
    - iv. guest paging

- B. Dining room set-up
  - C. Server stations
  - D. Mise en place
  - E. Staff prep
4. Discuss the guest service interaction
- A. Entertaining & play – where and when it's appropriate
  - B. Greeting the guests
  - C. Seating
  - D. Taking orders
  - E. Answering questions, making suggestions and increasing sales
  - F. Timing the meal efficiently
  - G. The guest check, tips and payment
  - H. Handling unusual circumstances
    - i. Booths, "high-tops", and bar seating
    - ii. Banquets and buffets
    - iii. Highchairs, wheelchairs, and other special seating
    - iv. Allergies, guests with dietary concerns, etc.
5. Identify and demonstrate current technology available in the food service industry
- A. Take orders using a POS System
  - B. Getting orders to and from the bar and kitchen
  - C. Closing a shift and running reports
  - D. Using technology in special circumstances
    - i. Handheld order terminals
    - ii. Reservation and table management
    - iii. Guest paging
    - iv. Guest use table systems
6. Discuss the importance of selling beverages professionally, profitable and responsibly
- A. Wine
  - B. Beer
  - C. Spirits
  - D. Nonalcoholic beverages

#### **REQUIRED TEXTBOOK AND MATERIAL:**

The textbook and other instructional materials will be determined by the instructor to insure that current and relevant concepts and theories are present.