

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 9-12 CTE/**Unit 3** Skills Needed for Customer Service

Course Code: 096806

COURSE INTRODUCTION:

This course introduces students to one of the world's largest and fastest growing industries- the hospitality and tourism industry. Content includes information about the numerous segments of the hospitality industry, the many different areas of career opportunities and career paths. The interrelated nature of hospitality, travel and tourism are explored. Students are introduced to the different segments of the industry such as lodging and cruising, food and beverage service and management, club management, attractions and recreation, and assemblies and event management. It is the foundational course for advanced study in marketing, hospitality, culinary or tourism.

Course Rationale:

To introduce students to the many different opportunities available in the hospitality and tourism industry students will need to develop performance competencies that will enable them to:

- a) construct meaning pertinent to various career paths and opportunities in the industry;
- b) communicate effectively with industry professionals, customers and fellow workers;
- c) solve problems based upon the needs of the customer;
- d) make ethical decisions; and
- e) assess the impact hospitality plays in society.

Guiding Principles:

Integrating *Processes of Thinking, Communication, Leadership, and Management* in Order to Apply Hospitality and Tourism Knowledge And Skills.

1. Demonstrate components of critical thinking, creative thinking, and reasoning.
2. Evaluate effective communication processes in school, family, career, and community settings.
3. Demonstrate leadership that encourages participation and respect for the ideas, perspectives, and contributions of group members through FCCLA, DECA, SkillsUSA.
4. Apply management, decision-making, and problem solving processes to accomplish tasks and fulfill responsibilities.
5. Examine the interrelationships among thinking, communication, leadership, and management processes to address family, community, and workplace issues.
6. Demonstrate fundamentals for college and career success (e.g., strong work ethic, time-management, positive attitude, adaptability/flexibility, stress resilience, accountability, self-discipline, resourcefulness, cooperation, self-assessment).

Course Essential Questions:

1. What is the scope of the hospitality and tourism industry?
2. How does tourism play a foundational role in the various functions hospitality companies perform?
3. How do current events and trends impact the hospitality industry?

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<p>UNIT DESCRIPTION: UNIT 3 - SKILLS NEEDED FOR CUSTOMER SERVICE</p> <p>Students will examine the personality traits, aptitudes, communication, and basic skills needed for success in the hospitality industry.</p>	<p>SUGGESTED UNIT TIMELINE: 5 days</p> <p>CLASS PERIOD (min.): 48 min. periods per day</p>																																										
<p>ESSENTIAL QUESTIONS:</p> <ol style="list-style-type: none"> 1. What characteristics should an employee possess to provide positive high quality customer service? 2. How can individual traits be developed or enhanced to prepare individuals for positions in customer service? 																																											
<p style="text-align: center;">ESSENTIAL MEASURABLE LEARNING OBJECTIVES</p>																																											
	<p>CROSSWALK TO STANDARDS</p> <table border="1" style="width: 100%; border-collapse: collapse; margin: 0 auto;"> <thead> <tr> <th style="width: 10%;"></th> <th style="width: 10%;">CCTC.HT</th> <th style="width: 10%;">CCTC</th> <th style="width: 20%;">CCSS ELA Grade Level</th> <th style="width: 15%;">NSFCSE</th> <th style="width: 10%;">DOK</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">1. Define customer service.</td> <td style="padding: 5px;">CCTC.HT.1 CCTC.HT.3</td> <td></td> <td style="padding: 5px;">SL.9-10.6</td> <td></td> <td style="text-align: center; padding: 5px;">1</td> </tr> <tr> <td style="padding: 5px;">2. Determine personality traits and behaviors that are desirable for a position in customer service.</td> <td></td> <td></td> <td style="padding: 5px;">SL.9-10.6</td> <td style="padding: 5px;">10.3.1</td> <td style="text-align: center; padding: 5px;">2</td> </tr> <tr> <td style="padding: 5px;">3. Determine how individual interests affect career choices.</td> <td style="padding: 5px;">CCTC.HT.3 CCTC.HT.6</td> <td></td> <td style="padding: 5px;">WHST.9-10.2.a</td> <td style="padding: 5px;">10.3.2</td> <td style="text-align: center; padding: 5px;">1</td> </tr> <tr> <td style="padding: 5px;">4. Define and explain the role ability, aptitude and values play in career choices.</td> <td></td> <td></td> <td style="padding: 5px;">L.9-10.1 L.9-10.2</td> <td style="padding: 5px;">10.3.1 10.3.2</td> <td style="text-align: center; padding: 5px;">1</td> </tr> <tr> <td style="padding: 5px;">5. Evaluate the importance of personal appearance and its relationship to professional dress and uniforms in the hospitality industry.</td> <td style="padding: 5px;">CCTC.HT.6</td> <td></td> <td style="padding: 5px;">L.9-10.2 SL.9-10.6</td> <td style="padding: 5px;">10.3.2 10.3.1</td> <td style="text-align: center; padding: 5px;">2</td> </tr> <tr> <td style="padding: 5px;">6. Analyze the different forms of</td> <td style="padding: 5px;">CCTC.HT.3 CCTC.HT.6</td> <td></td> <td style="padding: 5px;">SL.9-10.6</td> <td style="padding: 5px;">10.1.6</td> <td style="text-align: center; padding: 5px;">2</td> </tr> </tbody> </table>		CCTC.HT	CCTC	CCSS ELA Grade Level	NSFCSE	DOK	1. Define customer service.	CCTC.HT.1 CCTC.HT.3		SL.9-10.6		1	2. Determine personality traits and behaviors that are desirable for a position in customer service.			SL.9-10.6	10.3.1	2	3. Determine how individual interests affect career choices.	CCTC.HT.3 CCTC.HT.6		WHST.9-10.2.a	10.3.2	1	4. Define and explain the role ability, aptitude and values play in career choices.			L.9-10.1 L.9-10.2	10.3.1 10.3.2	1	5. Evaluate the importance of personal appearance and its relationship to professional dress and uniforms in the hospitality industry.	CCTC.HT.6		L.9-10.2 SL.9-10.6	10.3.2 10.3.1	2	6. Analyze the different forms of	CCTC.HT.3 CCTC.HT.6		SL.9-10.6	10.1.6	2
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communication as related to customer service.					
<p>ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)</p> <p>Formative Assessment_My Work Skills for Customer Service PowerPoint After completing this unit, students will design a PowerPoint presentation that related directly to the learning objectives.</p> <p>Formative Assessment_ My Work Skills for Customer Service PowerPoint</p> <p>Formative Assessment_ My Work Skills for Customer Service PowerPoint Rubric</p> <p>Summative Assessment_ Presentation Scoring Rubric - Students present My Work Skills for Customer Service PowerPoint. Teacher evaluates presentation using Presentation Scoring Rubric.</p> <p>*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above (i.e., Grade Level/Course Title/Course Code, Unit #.)</p>					
Obj. #	<p>INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods.</p> <p>The Employability Skills PowerPoint will be used as the focal point for the unit with sections of the PowerPoint presented to the students, student activities completed, then the next section on the PowerPoint presented.</p>				
1 2	<p>1. INSTRUCTIONAL STRATEGY 1_Teacher will introduce students to the concept of customer service using Instruction Strategy 1_Employability Skills PowerPoint slides 1-5.</p>				
1 2	<p>2. INSTRUCTIONAL STRATEGY 2_Teacher will ask students to share a positive experience they have had as a customer.</p>				

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 9-12 CTE/**Unit 3** Skills Needed for Customer Service

Course Code: 096806

1 2	3. INSTRUCTIONAL STRATEGY 3_Teacher will provide students with a list of unit vocabulary. Instructional Activity 3_Vocab_Employability Skills for Customer Service.
3	4. INSTRUCTIONAL STRATEGY 4_Teacher and students will develop and record a list of several types of jobs in customer service, including the personality traits that would best fit a person who had that job. Use Instructional Activity 4_Personality Traits.
3	5. INSTRUCTIONAL STRATEGY 5_Teacher will show Instructional Strategy 1_Employability Skills PowerPoint slides 6-7.
3	6. INSTRUCTIONAL STRATEGY 6_Teacher will have students complete Instruction Activity 6_Identify Interests.
4	7. INSTRUCTIONAL STRATEGY 7_Teacher will lead class discussion on why it is important for people to choose a career that matches his/her interests.
4	8. INSTRUCTIONAL STRATEGY 8_Teacher will resume PowerPoint Instructional Strategy 1_Employability Skills showing slides 8-12.
4	9. INSTRUCTIONAL STRATEGY 9_Teacher will direct students to complete Instructional Activity 9_Identify Aptitudes. Teacher will need to provide students with a login for Missouri Connections. www.missouriconnections.org
3 4	10. INSTRUCTIONAL STRATEGY 10_Teacher will ask students to distinguish between an aptitude and ability and give examples of each.
5	11. INSTRUCTIONAL STRATEGY 11_Teacher will resume Instructional Strategy 1_PowerPoint and discuss the importance of choosing a career based on aptitudes and abilities showing slides 13 - 14. Students complete Instructional Activity 11 Dressing for Success on the Job.
5	12. INSTRUCTIONAL STRATEGY 12_Teacher will provide an outline of a human form and ask students to "Dress" the form representing the proper attire for a job in the hospitality industry they select.
6	13. Instructional Strategy 13_Teacher will resume PowerPoint showing slides 15 - 24
6	14. INSTRUCTIONAL STRATEGY 14_ Students will complete Instructional Activity 14_Are you a good listener?
6	15. INSTRUCTIONAL STRATEGY 15_ Teacher will greet each student as they enter the classroom, shake hands, make eye contact, smile, and ask students for their reactions.
1 2 3 4 5	16. INSTRUCTIONAL STRATEGY 16_Formative Assessment - Teacher will resume and conclude the Instructional Strategy 1_PowerPoint showing slide 25. The teacher will have students complete Formative Assessment 1_My Work Skills for Customer Service PowerPoint.

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	17. INSTRUCTIONAL STRATEGY 17_ Summative Assessment - Students will deliver the PowerPoint projects developed in Instructional Strategy 16. Teacher will evaluate student performance using the Summative Assessment _Presentation of My Work Skills for Customer Service PowerPoint.
Obj.#	INSTRUCTIONAL ACTIVITIES: (What Students Do)
1 2	1. INSTRUCTIONAL ACTIVITY 1_ Students will view Instructional Strategy 1_ Employability Skills PowerPoint slides 1-5 and develop a definition of customer service.
1 2	2. INSTRUCTIONAL ACTIVITY 2_ Students will share a positive experience they have had as a customer.
1 2	3. INSTRUCTIONAL ACTIVITY 3_ Students will define unit vocabulary using Instructional Activity 3_ Vocab_ Employability Skills for Customer Service.
3	4. INSTRUCTIONAL ACTIVITY 4_ Students will develop and record a list of several types of jobs in customer service, including the personality traits that would best fit a person who had that job. Students will complete Instructional Activity 4 _Personality Traits.
3	5. INSTRUCTIONAL ACTIVITY 5_ Students will view the Instructional Strategy 1_ Employability Skills PowerPoint slides 6-7.
3 4	6. INSTRUCTIONAL ACTIVITY 6_ Students complete Instruction Activity 6_ Identify Interests
4	7. INSTRUCTIONAL ACTIVITY 7_ Students will participate in a class discussion on why it is important for people to choose a career that matches his/her interests.
4	8. INSTRUCTIONAL ACTIVITY 8_ Students will view Instructional Strategy 1_ Employability Skills PowerPoint slides 8 – 12.
3 4	9. INSTRUCTIONAL ACTIVITY 9_ Students complete Instructional Activity 9_ Identify Aptitudes. Students go to www.missouriconnections.org and complete a career assessment.
3 4	10. INSTRUCTIONAL ACTIVITY 10_ Teacher will ask students to distinguish between an aptitude and ability and give examples of each.

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5	11. INSTRUCTIONAL ACTIVITY 11_ Students will view Instructional Strategy 1_ Employability Skills PowerPoint slides 13 - 14. Students complete Instructional Activity 11_ Dressing for Success on the Job.
5	12. INSTRUCTIONAL ACTIVITY 12_ Students will outline a human form and "Dress" the form representing the proper attire for a job in the hospitality industry they select.
6	13. INSTRUCTIONAL ACTIVITY 13_ Students will view Instructional Strategy 1_ Other Employability Skills PowerPoint slides 15 - 24.
6	14. INSTRUCTIONAL ACTIVITY 14_ Students complete Instructional Activity 14_ Are you a good listener.
6	15. INSTRUCTIONAL ACTIVITY 15- Students will share their reactions of the instructors greeting.
1 2 3 4 5 6	16. INSTRUCTIONAL ACTIVITY 16_ Formative Assessment - Conclude the Instructional Strategy 1_ PowerPoint showing slide 25. Students complete Formative Assessment 1_ My Work Skills for Customer Service PowerPoint.
1 2 3 4 5 6	17. INSTRUCTIONAL ACTIVITY 17_ Summative Assessment - Complete Summative Assessment _Presentation of My Work Skills for Customer Service PowerPoint. Students will deliver the PowerPoint projects developed in Instructional Strategy 16. Teacher will evaluate student performance using the Summative Assessment _Presentation of My Work Skills for Customer Service PowerPoint.
<p>UNIT RESOURCES: (include internet addresses for linking)</p> <p>http://www.g-wlearning.com/careereducation/9781590709467/student/index.htm</p> <p>www.missouriconnections.org</p> <p>CCSS: Common Core State Standards (CCSS), accessed May 17, 2013, from http://www.corestandards.org/</p> <p>CCTC: Common Career Technical Core (CCTC), accessed May 17, 2013 from http://www.careertech.org/career-technical-education/cctc/info.html (for HT codes)</p>	

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NSFCSE: **National Standards for Family and Consumer Sciences Education**., accessed May 30, 2013 from
<http://www.nasafacs.org/national-standards-home.html>