

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 9-12 CTE/ **Unit 4** The Role of 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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UNIT DESCRIPTION: Unit 4 - THE ROLE OF CUSTOMER SERVICE		SUGGESTED UNIT TIMELINE: 8 days				
This unit provides an introduction to customer service for entry level employees to prepare them for success in the hospitality industry.		CLASS PERIOD (min.): 48 min. periods per day				
ESSENTIAL QUESTIONS:						
<ol style="list-style-type: none"> 1. What is the employee’s role in providing customer service? 2. What training is required to assure an employee is anticipating guests’ needs while developing customer loyalty? 						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES		CROSSWALK TO STANDARDS				
		CCTC.HT	CCTC	CCSS ELA Grade Level	NSFCE	DOK
1. Identify the principles of quality customer service.		CCTC.HT.1 CCTC.HT.3		SL.9-10.6	10.3.1	1
2. Evaluate the employee’s role in providing customer service.		CCTC.HT.3		SL.9-10.6	10.3.1	2
3. Analyze the importance of friendliness and professionalism in providing quality customer service.		CCTC.HT.3			10.3.2	2
4. Determine the value of anticipating the guest’s wants and needs when providing quality customer service.		CCTC.HT.3		L.9-10.1 L.9-10.2 L.9-10.3	10.3.1 10.3.2 10.3.5	3
5. Analyze and practice the different methods of problem solving that result in a “win-win” outcome for the customer and the company.		CCTC.HT.3		SL.9-10.6	10.3.2 10.3.1	3

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<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_The Role of Customer Service Multi-Media Presentation. After completing this unit, students will design a multi-media presentation related directly to the learning objectives.</p> <p>Formative Assessment_The Role of Customer Service Multi-Media Rubric</p> <p>Formative Assessment_The Role of Customer Service Multi-Media - Story Board</p> <p>Formative Assessment_The Role of Customer Service Multi-Media - Instructions</p> <p>Summative Assessment_The Role of Customer Service Multi-Media Presentation Rubric. Student will present multi-media project from multi-media presentation. Teacher will evaluate using Multi-media Presentation 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 Role of Customer Service 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	1. INSTRUCTIONAL STRATEGY 1_Teacher will introduce students to the concept of customer service. Use Instruction Strategy 1_The Role of Customer Service PowerPoint slides 1-7.
1 2	2. INSTRUCTIONAL STRATEGY 2. _Teacher will have students complete questions in Instructional Activity 2_The Role of Customer Service.
1 2	3. INSTRUCTIONAL STRATEGY 3_ Teacher will lead a discussion on why it is important to be knowledgeable about the property where one works.
2 3	4. INSTRUCTIONAL STRATEGY 4_Teacher will show Instructional Strategy 1_The Role of Customer Service PowerPoint slides 8-9.
2 3	5. INSTRUCTIONAL STRATEGY 5_Teacher will have students complete Instruction Activity 5_Web Quest Be Knowledgeable!

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3	6. INSTRUCTIONAL STRATEGY 6_Teacher will lead class discussion the components of friendliness and professionalism in customer service.
3	7. INSTRUCTIONAL STRATEGY 7_Teacher will resume PowerPoint Instructional Strategy 1_The Role of Customer Service showing slides 10-15.
2 3	8. INSTRUCTIONAL STRATEGY 8_Teacher will direct students to complete Instructional Activity 8_Do you work well with people?
4	9. INSTRUCTIONAL STRATEGY 9_Teacher will ask students to distinguish between customers' wants and needs. Provide examples of each.
4	10. INSTRUCTIONAL STRATEGY 10_Teacher will resume Instructional Strategy 1_The Role of Customer Service PowerPoint and discuss the importance of identifying guests' wants and needs showing slides 16 - 18
4	11. INSTRUCTIONAL STRATEGY 11_Teacher will have students complete Instructional Activity 11_ Anticipating Guests' Needs.
5	12. INSTRUCTIONAL STRATEGY 12_Teacher will lead a discussion on solving guests problems and why a "win,-win" attitude is important.
5	13. INSTRUCTIONAL STRATEGY 13_Teacher will resume Instructional Strategy 1_The Role of Customer Service PowerPoint showing slides 19 - 23.
1 2 3 4 5	14. INSTRUCTIONAL STRATEGY 14_Teacher will have students complete problem solving scenarios Instructional Activity 14_Problem Solving.
1 2 3 4 5	15. INSTRUCTIONAL STRATEGY 15 _ Formative Assessment - Teacher will resume and conclude Instructional Strategy 1_ The Role of Customer Service PowerPoint showing slide 24. Teacher will review the Instructional Strategy 15_The ABCs of Customer Service with students. The teacher will have students complete Formative Assessment 1_ The Role of Customer Service Multi-Media Presentation. Supplement with Formative Assessment 1_Multimedia Story Board.
1 2 3 4 5	16. Instructional Strategy 16_ Summative Assessment – Students will make a class presentation using the multi-media project created as the Formative Assessment. Teacher will evaluate student performance using the Summative Assessment_ The Role of Customer Service Multi-Media Presentation.

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Obj.#	INSTRUCTIONAL ACTIVITIES: (What Students Do)
1 2	1. INSTRUCTIONAL ACTIVITY 1_ Students will view Instructional Strategy 1_The Role of Customer Service PowerPoint slides 1-7 and develop a definition of customer service.
1 2	2. INSTRUCTIONAL ACTIVITY 2_Students will respond to questions in Instructional Activity 2_The Role of Customer Service.
1 2	3. INSTRUCTIONAL ACTIVITY 3_ Students will participate in a discussion on why it is important to be knowledgeable about the property where one works.
2 3	4. INSTRUCTIONAL ACTIVITY 4_ Students will view Instructional Strategy 1_The Role of Customer Service PowerPoint slides 8 – 9.
2 3	5. INSTRUCTIONAL ACTIVITY 5_ Students complete Instruction Activity 5_Web Quest Be Knowledgeable!
3	6. INSTRUCTIONAL ACTIVITY 6_ Students will participate in a class discussion the components of friendliness and professionalism in customer service.
3	7. INSTRUCTIONAL ACTIVITY 7_ Students will view Instructional Strategy 1_The Role of Customer Service PowerPoint slides 10 – 15.
2 3	8. INSTRUCTIONAL ACTIVITY 8_ Students complete Instructional Activity 8_Do You Work Well with People?
4	9. INSTRUCTIONAL ACTIVITY 9_ Students will distinguish between customers’ wants and needs. Provide examples of each.
4	10. INSTRUCTIONAL ACTIVITY 10_ Students will view Instructional Strategy 1_The Role of Customer Service PowerPoint slides 16-18.
4	11. INSTRUCTIONAL ACTIVITY 11_ Students complete Instructional Activity 11_Anticipating Guests’ Needs.
5	12. INSTRUCTIONAL ACTIVITY 12_ Students will participate in a discussion on solving guests problems and why a “win,-win” attitude is important.
5	13. INSTRUCTIONAL ACTIVITY 13_ Students will view Instructional Strategy 1_The Role of Customer Service PowerPoint slides 19

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	- 23.
1 2 3 4 5	14. INSTRUCTIONAL ACTIVITY 14_ Students complete problem solving scenarios Instructional Activity 14_Problem Solving.
1 2 3 4 5	15. INSTUCTIONAL ACTIVIY 15_ Formative Assessment - Conclude the Instructional Strategy 1_ The Role of Customer Service PowerPoint showing slide 24. Students complete Formative Assessment 1_ The Role of Customer Service Multi-Media Presentation.
1 2 3 4 5	16. INSTRUCTIONAL ACTIVIY 16_ Summative Assessment - Complete Summative Assessment 1_Presentation of The Role of Customer Service - Students will make a class presentation using the multi-media project created as the Formative Assessment. Teacher will evaluate student performance using the Summative Assessment_ The Role of Customer Service Multi-Media Presentation.
<p>UNIT RESOURCES: (include internet addresses for linking</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> <p>NSFCSE: National Standards for Family and Consumer Sciences Education:, accessed May 30, 2013 from http://www.nasafacs.org/national-standards-home.html</p>	