

Business Communications in Service Management

Equivalent to 3.0 North American credit hours
39 lecture hours plus cultural and academic excursions

DESCRIPTION

This immersive course offers a powerful understanding of how to successfully manage a service business with practical, hands-on training in writing and presentations.

Cultural activities include team building, sightseeing tour and a ski trip to Mt. Washington Alpine Resort. The aim is to help students become familiar with Canadian culture and society, enhance their social communication skills, experience service in the hospitality sector first hand, apply what they learn in class to everyday life, and enjoy Vancouver Island during the winter.

OBJECTIVES

The objective of this program is to introduce students to service management concepts and literature to build their abilities to improve service in any business setting. Since communication is a key component of service delivery, significant time is spent learning and practicing spoken and written communication.

OUTCOMES

Upon successful completion of the course, students will be able to

- Connect with customers using powerful, but commonly overlooked human behaviour techniques;
- Understand, practice and ethically use four moments of power (Context, Expertise, Liking and Problem Solving) to successfully run a service business;
- Plan and write clear, concise and correct business documents and papers;
- Use written and spoken communications to enact the four moments of power with customers, staff and senior management

REQUIRED READINGS

Cornelissen, Joep. (2014). Chapter 10 in Corporate communication 4th Ed. Sage, CA.

Heath, C. and D. Heath. (2007). Introduction in Made to stick why some ideas survive and others die. Random House, NY.

Reynolds, G. (2011) Presentation zen. New Riders, CA

Simmons, A. (2006) Chapter 2 in The story factor. Basic Books, MA

Stone, D, B. Patton and S. Heen. (2010). Create a Learning Conversation in Difficult conversations how to discuss what matters most. Penguin. England



Colgate, Mark. (2017). Kiwi Experience

Girard, Joe. (2006). Love your Customers, Harvard Business Review.

K. Anders Ericsson, Michael J. Prietula, Edward T. Cokely. (2007). The Making of an Expert. Harvard Business Review

Classes will build on each other, so full time attendance is mandatory. The Service Management content of the course will be used for exercises in business communications. That is, you will have practical experience in both streams of the course. This will occur in class writing and speaking exercises, in field research (on and off campus) and through readings and cases.

Readings and cases are to be completed AHEAD of the class for which they are assigned. Class discussion is more productive and engaging when we have all read the material and come prepared with questions and recommendations.

SCHEDULE

When	Topic
Session 1	Course Introduction/Why Study Business Communications
Session 2	Persuasive Communications
Session 3	Managing Complaints
Session 4	Writing for Social Media/Crisis Communications
Session 5	Presentation Skills
Session 6	Presentation Skills
Session 7	Moments of Power in Services 1-4: #1 Power of Context
Session 8	#2 Power of Expertise
Session 9	#3 Power of Liking
Session 10	#4 Power of Problem Handling
Session 11-12	Presentation and Report Preparation
Session 13	Final Group Presentations

EVALUATION ELEMENTS

In Class Writing Assignment 1- Service Management and Business	Individual	10	Write a persuasive email. (details in class)
In Class Writing Assignment 2 - Service Management and Business	Individual	10	Write a response to a complaint letter. (details in class)
In Class Writing Assignment 3 – Service Management and Business Writing content	Individual	10	This blog entry will be based on the Kiwi Experience case.
Group Presentation – Service Management and Presentation Skills content	Group	45	Form your own groups of 3 or 4 and prepare a 15 minute presentation on your service research at Mt. Washington.
Final Exam – Service Management content	Individual	25	The final exam will be multiple choice and one essay question based on the entire course.

GROUP PRESENTATION

This 15 minute presentation reports out on your findings of service at Mount Washington Ski Resort. Each group will examine a specific area and provide analysis on that area along with any insights gained in other areas

Please include the following in your presentation:

- Introduce the service area of the business (guest services, restaurant etc.)
- Introduce your team, including their roles
- Outline the details of the service experience
 - Service Experience (based on the 3 Rs)
 - Data collection (time waited in line, number of people served etc.)
 - Recommendations to Mount Washington to improve or continue the excellent service

Areas to be examined:

1. Ski Rentals
2. Guest Services (tickets and lift lines)
3. Ted's Bar & Grill
4. Gift Shop
5. Rossignal Demo Centre



GRADING SCALE

All grades are reported to the Registrar as letter grades. Graded material in this course will be marked using percentages. The following equivalents will be used to convert percentages to letter grades:

Percentage Range	Letter Grade	Grade Point Average
90-100%	A+	9
85-89%	A	8
80-84%	A-	7
77-79%	B+	6
73-76%	B	5
70-72%	B-	4
65-69%	C+	3
60-64%	C	2
50-59%	D	1
0-49%	F	0

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<https://web.uvic.ca/calendar2018-09/undergrad/info/regulations/academic-integrity.html>