



**MGMT 2205
COURSE SYLLABUS
Online
Fall Semester 2016**

Semester: 2016 Spring
Course Title: Service Sector Management
Course Number: MGMT 2205
Credit Hours/ Minutes: 3 / 2250

Class Location: GVTC/Blackboard
Class Meets: Via Internet / 15 weeks
CRN: 20066

Instructor: Vicki Spivey
Office Hours: 10:00—11:30 and 2:00—4:00 Monday-Thursday
Office Location: Office 831
Email Address: vspivey@southeasterntech.edu (Preferred communication from students)
Phone: 912-538-3175
Fax Number: 912-538-3106

REQUIRED TEXT: Sell 4, Ingram/LaForge/Avila/Schweper/Williams, Cengage Publishing, 2015

REQUIRED SUPPLIES & SOFTWARE/HARDWARE: Black, blue or red ink pens, no. 2 lead pencils, erasers, thumb drive, jump drive, USB, etc., and 3-subject notebook, Browser should be IE 7 or higher or Mozilla Firefox 2.0 or higher.

COURSE DESCRIPTION: This course focuses on supervision in the service sector with special emphasis on team building, quality management, and developing a customer focus. The challenge of providing world-class customer service is addressed through sections on principles of service industry supervision, career development, problem solving, stress management, and conflict resolution.

MAJOR COURSE COMPETENCIES: Principles of Service Industry Supervision- Team Building, Communication in the Service Sector, TQM in a Service Environment, Customer Service Operations, Retail Management, Selling Principles and Sales Management, Business Software Applications, Introduction to Information Systems, and Legal Issues in the Service Sector.

PREREQUISITE(S): Provisional Admission

COURSE OUTLINE:

1. Principles of Service Industry Supervision- Team Building
2. Communication in the Service Sector
3. TQM in a Service Environment
4. Customer Service Operations
5. Retail Management
6. Selling Principles and Sales Management
7. Business Software Applications
8. Introduction to Information Systems
9. Legal Issues in the Service Sector

GENERAL EDUCATION CORE COMPETENCIES: STC has identified the following general education core competencies that graduates will attain:

1. The ability to utilize standard written English.
2. The ability to solve practical mathematical problems.
3. The ability to read, analyze, and interpret information.

STUDENT REQUIREMENTS (Online): Students are expected to complete all work required by the instructor, and to attend the required proctored campus exam. The student is expected to complete all work each week. Exams and assignments must be completed on the specified date. There are no

makeup exams and students who miss an exam will be assigned a grade of zero. Assignments may be turned in early and exams are posted for 7 days. Please do not wait until the last moment to submit in case you have Internet problems with your computer. Homework Assignments **will not be graded after the due date on Mondays at 11:59 pm resulting in a zero (0)**. Class participation is required for successful completion of the course. All online students must pledge that they have read and understand the *STC Catalog* within the first three days of class. **Online students are responsible for checking e-mails and Blackboard announcements DAILY Monday-Thursday**. Books are required on the **first day** of the semester.

ONLINE ATTENDANCE: It is the student's responsibility to be academically engaged each week doing course related activities. The completion dates of these activities will be used to determine a student's last date of attendance in the event a student withdraws, stops attending, or receives an F in a course. Students will not be withdrawn by an instructor for attendance; however, all instructors will keep records of graded assignments and student participation in course activities. Students will be expected to complete all work required by the instructor as described in the individual course syllabus.

Students will have at least one week to complete tests and assignments. All tests and homework assignments are due before 11:59 pm on Monday of each week. Exceptions to the due dates of assignments due to jury duty, military duty, court duty, or required job training will be made at the discretion of the instructor.

SPECIAL NEEDS: Students with disabilities who believe that they may need accommodations in this class based on the impact of a disability are encouraged to contact Helen Thomas, Room 108 Vidalia Campus, 912-538-3126, to coordinate reasonable accommodations.

SPECIFIC ABSENCES: Provisions for Instructional Time missed because of documented absences due to jury duty, military duty, court duty, or required job training will be made at the discretion of the instructor.

PREGNANCY

Southeastern Technical College does not discriminate on the basis of pregnancy. However, we can offer accommodations to students who are pregnant that need special consideration to successfully complete the course. If you think you will need accommodations due to pregnancy, please advise me and make appropriate arrangements with the Special Needs Office. Vidalia Campus: Helen Thomas Room 108 (912) 538-3126.

WITHDRAWAL PROCEDURE: Students wishing to officially withdraw from a course(s) or all courses after the drop/add period and prior to the 65% portion of the semester (date will be posted on the school calendar) must speak with a Career Counselor in Student Affairs and complete a Student Withdrawal Form. A grade of "W" is assigned when the student completes the withdrawal form from the course.

Students who are dropped from courses due to attendance (see your course syllabus for attendance policy) after drop/add until the 65% point of the semester will receive a "W" for the course. Abandoning a course(s) instead of following official withdrawal procedures may result in a grade of 'F' being assigned.

After the 65% portion of the semester, the student will receive a grade for the course. (Please note: A zero will be given for all missed assignments.)

There is no refund for partial reduction of hours. Withdrawals may affect students' eligibility for financial aid for the current semester and in the future, so a student must also speak with a representative of the Financial Aid Office to determine any financial penalties that may be assessed due to the withdrawal. All grades, including grades of 'W', will count in attempted hour calculations for the purpose of Financial Aid.

Remember - Informing your instructor that you will not return to his/her course does not satisfy the approved withdrawal procedure outlined above.

PROCTORED EVENT REQUIREMENT(S) (Online): In order to validate student identity for all online courses, students enrolled in online courses are required to complete one proctored event per online course. The proctored event may be a major exam, assignment, or presentation, etc. that will count a **minimum of 20% of the course grade**. Online students will be required to take the Proctored Event on the instructor's home campus; the event will be monitored by the instructor or another STC employee. Students must attend one of the scheduled proctored sessions and will need to make arrangements with work, childcare, etc. The specific dates of the proctored event are scheduled on the Lesson Plan/Calendar for the online course. Students living further than 75 miles from campus who cannot come to Southeastern Tech for the event must secure an approved proctoring site. The site and the proctor must meet Southeastern Technical College's requirements (instructor will provide more information and necessary forms if this is the case). Note: Students taking proctored events off campus will utilize the Proctor Scheduling and Approval Form in Blackboard within the Getting Started/Start Here and Proctoring Event area. The completed form should be submitted to the course instructor a minimum of two weeks prior to the proctored event. If approved, the instructor will notify the proctor.

Students arranging off-campus proctoring must take the event on the same day(s) it is originally scheduled. Students who do not complete the proctored event as scheduled must submit a valid documented excuse within three business days after the scheduled event. If the excuse is approved, students must make arrangements with the instructor to makeup/reschedule the missed event. The penalty and makeup instructions will be at the instructor's discretion. **Students who do not complete the proctored event will receive an F in the course.**

As published on STC's website, any expenses incurred to obtain a proctor will be the responsibility of the student; however, students are not charged a proctoring fee when taking the proctored exam on the campus of Southeastern Tech. Most of Georgia's technical colleges do not charge to proctor exams for students enrolled in other TCSG colleges. Students who are enrolled at Southeastern Technical College and live out of the state of Georgia or out of the country could incur a proctoring charge. However, in that instance, the instructor would assist the student in locating the least expensive proctor.

The required proctored exam for this class is November 9, Wednesday, at 8:30 am in the Medical Technology (Gillis Building) on the Vidalia campus or November 10, Thursday, at 2:30 pm Building TBD on the Swainsboro campus. You must come by office 831 to sign in on the Vidalia campus. Chapters 9-10 will be covered on the computerized proctored exam. You must attend on one of the two days listed or you will receive an F in the course. There are no makeup proctored exams.

EXIT EXAM: All students are required to take the Exit Exam during their last semester.

MAKEUP GUIDELINES: No make-up exams are allowed and there are no exceptions. If Internet or browser failure occurs, contact the instructor immediately by email. A decision will be made at that time if the exam will be reset. Only one test will be reset per semester if the instructor is notified in time according to the instructions in Blackboard. Homework Assignments **will not be graded after the due date (Monday at 11:59 pm) resulting in a zero (0).**

ACADEMIC DISHONESTY POLICY: The STC Academic Dishonesty Policy states All forms of academic dishonesty, including but not limited to cheating on tests, plagiarism, collusion, and falsification of information, will call for discipline. The policy can also be found in the STC Catalog and Student Handbook.

Procedure for Academic Misconduct

The procedure for dealing with academic misconduct and dishonesty is as follows:

--First Offense--

Student will be assigned a grade of "0" for the test or assignment. Instructor keeps a record in course/program files and notes as first offense. The instructor will notify the student's program advisor, academic dean, and the Registrar at the student's home campus. The Registrar will input the incident into Banner for tracking purposes.

--Second Offense--

Student is given a grade of "WF" for the course in which offense occurs. The instructor will notify the student's program advisor, academic dean, and the Registrar at the student's home campus indicating a "WF" has been issued as a result of second offense. The Registrar will input the incident into Banner for tracking purposes.

--Third Offense--

Student is given a grade of "WF" for the course in which the offense occurs. The instructor will notify the student's program advisor, academic dean, and the Registrar at the student's home campus indicating a "WF" has been issued as a result of second offense. The Vice President for Student Affairs, or designee, will notify the student of suspension from college for a specified period of time. The Registrar will input the incident into Banner for tracking purposes.

STATEMENT OF NON-DISCRIMINATION: Southeastern Technical College does not discriminate on the basis of race, color, creed, national or ethnic origin, gender, religion, disability, age, disabled veteran, veteran of Vietnam Era or citizenship status, (except in those special circumstances permitted or mandated by law). This school is in compliance with Title VI of the Civil Rights Act of 1964, which prohibits discrimination on the basis of race, color, or national origin; with the provisions of Title IX of the Educational Amendments of 1972, which prohibits discrimination on the basis of gender; with the provisions of Section 504 of the Rehabilitation Act of 1973, which prohibits discrimination on the basis of handicap; and with the American with Disabilities Act (ADA).

GRIEVANCE PROCEDURES: Grievance procedures can be found in the Catalog and Handbook located on STC's website.

ACCESS TO TECHNOLOGY: Students can now access Blackboard, Remote Lab Access, Student Email, Library Databases (Galileo), and BannerWeb via the mySTC portal or by clicking the Current Students link on the STC website at www.southeasterntech.edu.

GRADING POLICY

Homework Assignments	35%
Discussion Board	10%
Tests	25%
Proctored Exam	20%
Sales Presentation	10%

GRADING SCALE

A: 90-100
B: 80-89
C: 70-79
D: 60-69
F: 0-59

TCSG GUARANTEE/WARRANTY

STATEMENT: *The Technical College System of Georgia guarantees employers that graduates of State Technical Colleges shall possess skills and knowledge as prescribed by State Curriculum Standards. Should any graduate employee within two years of graduation be deemed lacking in said skills, that student shall be retrained in any State Technical College at no charge for instructional costs to either the student or the employer.*

DISCUSSION BOARD GRADING RUBRIC

<u>No. of Posts</u>	<u>No. of Replies</u>	<u>Initial Grade</u>	<u>Errors</u>	<u>Point Reduction</u>
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1 or more	1 or more	100	Spelling	-5 each
1 or more	0	50	Grammatical	-5 each
0	1	0	Length (4-5 min over 7 words each)	-20 per sentence
0	0	0	Thoughtful Content	-20 per sentence

LESSON PLAN MANAGEMENT 2205

DATES	CHAPTER	OBJECTIVES	ASSIGNMENTS	COMP.
Aug 15	Chapter 1	Overview of Personal Selling Introduction Personal Selling Defined Trust-Based Relationship Selling Evolution of Personal Selling Contribution of Personal Selling Alternative Personal Selling Approaches The Trust-Based Sales Process Sales Careers	Type Student Pledge Type Student Introduction Work on Chapter 1 Homework Work on Ch 1 Discussion Board	A, C, 1, 4
16				
17		Sales Presentation due 11/28		
18				
22	Chapter 2	Building Trust and Sales Ethics Introduction What Is Trust? Why Is Trust Important? How to Earn Trust Knowledge Bases Help Build Trust and Relationships Sales Ethics	Chapter 1 Due Work on Chapter 2 Homework Work on Ch 2 Discussion Board	A, C, 2, 4
23				
24				
25				
29	Chapter 3	Understanding Buyers Introduction Types of Buyers The Buying Process Types of Buyer Needs Procedures for Evaluating Suppliers and Products Understanding Postpurchase Evaluation and the Formation of Satisfaction Types of Purchasing Decisions Understanding Communication Styles Buying Teams Current Developments in Purchasing	Chapters 1-2 Test posted 08/29—09/05 Chapter 2 Due Work on Chapter 3 Homework Work on Ch 3 Discussion Board	A, C, 2, 6
30				
31				
Sep 1				
5	Chapter 4	Communication Skills	Chapter 3 Due	A, C,

		Sales Communication as a Collaborative Process Types of Questions Classified by Amount and Specificity of Information Desired Types of Questions Classified by Strategic Purpose Strategic Application of Questioning in Trust-Based Selling ADAPT Questioning System Using Different Types of Listening Active Listening Understanding the Superiority of Pictures Over Words Nonverbal Communication	Work on Chapter 4 Homework Work on Ch 4 Discussion Board	2, 4
6				
7				
8				
12	Chapter 5	Strategic Prospecting and Preparing for Sales Dialogue Introduction The Importance and Challenges of Prospecting The Strategic Prospecting Process Prospecting Methods Developing a Strategic Prospecting Plan Gathering Prospect Information to Prepare for Sales Dialogue	Chapter 3-4 Test posted 09/12—09/19 Ch 4 Due Work on Chapter 5 Homework Work on Ch 5 Discussion Board	A, C, 5
13				
14				
15				
19	Chapter 6	Planning Sales Dialogues and Presentations Introduction Customer-Focused Sales Dialogue Planning Sales Communication Formats Sales Dialogue Template Customer Value Proposition Linking Buying Motives, Benefits, Support Information, and Other Reinforcement Methods Engaging the Customer	Chapter 5 Due Work on Chapter 6 Homework	A, C, 4, 5
20				
21				
22				
26	Chapter 7	Sales Dialogue: Creating and Communicating Value Introduction Effective Sales Dialogue Encouraging Buyer Feedback Creating Customer Value	Chapters 5-6 Test posted 09/26—10/03 Chapter 6 Due Work on Chapter 7	A, C, 4, 5

		Interesting and Understandable Sales Dialogue Engaging and Involving the Buyer Supporting Product Claims Group Sales Dialogue	Homework	
27				
28				
29				
Oct 3	Chapter 8	Addressing Concerns and Earning Commitment Introduction Anticipate and Negotiate Concerns and Resistance Reasons Why Prospects Raise Objections Type of Sales Resistance Using LAARC: a Process for Negotiating Buyer Resistance Recommend Approaches for Responding to Objections Securing Commitment and Closing	Chapter 7 Due Work on Chapter 8 Homework	A, C, 2, 4, 6
4				
5				
6				
10	Chapter 9	Expanding Customer Relationships Introduction Assess Customer Satisfaction Harness Technology to Enhance Follow-Up and Buyer-Seller Relationships Ensure Customer Satisfaction Maintain Open, Two-Way Communication Expand Collaborative Involvement Work to Add Value and Enhance Mutual Opportunities	Chapter 7-8 Test posted 10/10—10/17 Chapter 8 Due Work on Chapter 9 Homework	A, C, 8
11				
12				
13				
17	Chapter 10	Adding Value: Self-Leadership and Teamwork Introduction Effective Self-Leadership Working with Different Levels and Types of Goals Account Classifications Establishing Territory Routing Plans Stage 4: Tapping Technology and Automation Increasing Customer Value Through Teamwork Building Teamwork Skills	Chapter 9 Due Work on Chapter 10 Homework	A, C, 1
18				

19				
20				
24	Chapter 11	Sales Management and Sales 2.0 Introduction Sales Management Overview Developing and Implementing Effective Sales Strategies Developing the Salesforce Directing the Salesforce Determining Salesforce Effectiveness and Performance Sales 2.0	Chapter 10 Due Work on Chapter 11 Homework	A, C, 3, 4, 5
25				
26				
27				
31			Chapter 11 Due	A-C, D, 1-9
Nov 1				
2				
3				
7				
8				
9		Proctored Exam—see syllabus for details	Chapters 9-10	
10		Proctored Exam—see syllabus for details	Chapters 9-10	
14	Sales Presentation	Work on Sales Presentation		
15				
16				
17				
21				
22				
23				
24				
28		Sales Presentation Due	S P Due	
29				
30				
Dec 1		Semester Ends		

COURSE COMPETENCIES:

1. Principles of Service Industry Supervision- Team Building
2. Communication in the Service Sector

3. TQM in a Service Environment
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5. Retail Management
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- A. The ability to utilize standard written English.
- B. The ability to solve practical mathematical problems.
- C. The ability to read, analyze, and interpret information.