1 INDUSTRY EMPLOYMENT

Courses

SERV2003 Service Industry Report

Course coordinator
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Consultation: Email first.

Units of credit, Austudy and HECS
These courses each carry 6 units of credit, and will count towards Austudy loads. The course attracts HECS fees.

Marks
This report is worth 80%. You must pass this report to pass SERV2003. The remaining 20% assessment will be undertaken in class in S2, 2006.

Enrolment
This is a Session 2, 2006 course. Ensure you enrol in this course at the beginning of Session 1, 2006.

Setting challenges for yourself
The course requires you to work a minimum of 250 hours in tourism, hospitality, marketing or customer service.

It is clear from student feedback that those who consciously plan their employment experiences, explore new challenges and tackle a variety of roles are more fulfilled and have a more positive orientation towards their careers than those who get stuck in an employment rut. They are confident about their own worth and their ability to find rewarding work without relying on others.

Relating theory to work experience
In each year you will be given a set topic to report on and to analyse issues in your organisation that relate to this topic. The topic is explained in Section 3 below.

Employment Policy
The policy on what constitutes acceptable employment is as follows:

- As a general rule your industry employment hours must be worked during a Uni break (Christmas or mid year) so that you have a stable roster and work with the same team of people each day. To meet the 250 hour requirement you will have to work for approximately 6 weeks. Casual work undertaken with the same employer during Uni sessions will not be recognised if you are rostered on odd shifts with different supervisors and work teams. However if you are working the same
shift in the same role with the same team during session your hours may be counted provided you get the approval of the Course Coordinator in advance. You must make an appointment for a meeting to discuss this, before the session commences. If not, your employment hours during session may not be recognised.

- Finding a job and negotiating your remuneration are up to you, and the TAHM Unit will not normally assist with this because it is an opportunity for you to market yourself. If you are not paid, you must get your organisation's confirmation that you are covered by workers compensation insurance.

- You may work for 2 employers for approximately equal periods to make up the 250 hours. 3 or more employment experiences in one year are not acceptable, without the prior approval of the Course Coordinator. If you work for 2 organisations you may compare and contrast them in your report. It is, however, difficult to compare certain work experiences, so wherever possible you are urged to complete 250 hours in one organisation.

- Your 250 hours of work experience should be in a hands-on service role in an hotel, bar, restaurant or other hospitality organisation. This will enable you to consolidate your Kenvale experience and develop your team leadership skills.

- Your industry employment may be worked anywhere in the world. Many students have benefited greatly from interstate or international experience in their industry employment, and this is encouraged. A lead time of up to 6 months is required in some cases to organise jobs and working visas, so plan early.

- You must verify your employment either by submitting pay slips, or a letter on your employer's letterhead specifying the starting and finishing dates, and hours worked.

2 MANAGING YOUR EMPLOYMENT, WRITING AND SUBMITTING THE REPORT

Consultation

You are encouraged, if you wish, to meet with your Year Coordinator to discuss your long-term plans for your career and how your industry employment will help you achieve these.

Keeping records

Keep all your work pay slips in a safe place. If you are paid in cash keep a written record for tax purposes. Alert your employer early on that you need a letter when you finish confirming your starting and finishing dates and hours worked. If you do not have a tax file number ask your accountant to apply for one or contact the Australian Tax
Office yourself, as you will need to lodge a tax return after 30 June.

Observing

It is strongly recommended that you start a notebook of your employment experience as a basis of your weekly Journal. Do not submit this with your final report. Keep all the orientation material given to you by your employer. Keep notes of your orientation briefings. Write down the names of your fellow employees, their titles, duties and responsibilities, and sketch an organisational chart showing who reports to whom. Whenever you have learnt something new, note down when it happened, who was involved why it went well/badly and what the outcome was. Most importantly record your reactions and how you might have handled the situation differently. These notes will become the basis of your report. The amount of detail contained in these notes will comprise an important part of your final overall mark.

Talking to people

It is up to you to meet with your supervisors and managers to ask them to describe aspects of the organisation that you are interested in. You should also talk to your workmates to gauge their reactions to management's policies. Keep notes of these meetings, because you will be expected to summarise and reference them in the report. You may need to ask more questions after finishing your employment, so make sure you keep the appropriate contact numbers.

The daily/weekly journal

A blank Journal form is attached. Take sufficient photocopies and write it up each week, based on your daily notes, recording your impressions of how well the organisation was managed, how well it performed, how well you performed and what you would have done differently. These sheets are to be bound into your report. It is important you record these regularly during your employment. Enclosing your daily notes, perhaps in a notebook form, as an appendix, is strongly encouraged.

Employment certification

At the conclusion of each period of employment, complete the details in the Employment Certification form. This is to be handed in with your report and is to be retained by the Unit. Confirmation of your employment hours is required either by way of certification of your total hours, starting and finishing dates, signed by your employer, on the organisation's letterhead, or submission of your pay slips in a plastic sleeve as an appendix to your report.
Your report
This is due by 5pm on Monday 3rd October of Week 9
Session 2, in the assignment box, L3, John Goodsell. All late
submissions must be handed to Roger March.

It is to be a professionally presented A4 comb bound
report. The minimum word limit is 5,000 (20 typed pages
excluding contents pages, bibliographies and
appendices) and the maximum is 7,000. Please use 11
point type and 1.5 line spacing for ease of marking, and
double justify your text. You are encouraged to include
photographs and corporate material from your workplace
to add interest to the document.

Layout
In the past, paragraphing and referencing has been a
weakness of SERV2003 reports. Please ensure that your
paragraphing is correct and that references to academic
literature are properly cited. See academic articles for
referencing style.

Report Content
It must be presented in the following format and order:

Cover The cover should be as attractive as possible, with
the use of colour or graphics if you wish. Use this
opportunity to 'sell' your work. Don’t forget your name and
course code.

Employment Certificate The Employment Certification form
should be included as loose leaf inserts inside the front
cover, and will be retained by the Unit.

Title Sheet A title sheet is required with your name, SIN and
the name of the organisation(s) you worked for.

Employer's letter The employer's original letter of
certification should be bound in after the title page, or if
pay slips are to be used to certify your hours, a summary list
of each week's hours and a total should be included here.
The original slips must be also included in a plastic sleeve
at the rear of the report. Full contact details for your
employer are required (telephone(s), email and mailing
address).

Executive summary This must be no more than one page
in length and should condense description of your
organisation, key observations and findings so that a
reader can get a 'snapshot' of what your report contains.
It is the most critical, yet hardest page to write, and must
be done last. If it is waffly or has typos you will create a
bad impression and lose marks. Leave at least 1 day to do
justice to this summary.

Contents All pages in the report must be numbered.
Journal Record These are forms recording your impressions of your own performance and those of your organisation. These are to be written up weekly based on daily notes. A blank form is attached, which should be photocopied.

Description and Analysis of organisation It should summarise its location, market position, size, range of products and services, a list and analysis of principal competitors, major stakeholders (internal and external) and your critical assessment of its competitive success in its marketplace (at least 3 pages). If you worked for 2 employers you can compare and contrast them (at least 4 pages).

Description and Analysis of department This is needed when you work for a medium to large organisation with multiple departments. It details the relationship of your department to the organisation as a whole.

It should be accompanied by a chart showing the people in your department or work group (or the whole organisation if it is a small business), plus their job titles. The levels of authority should be represented with the boss at the top and the more junior players below according to their levels of authority. The formal reporting lines should be shown, downwards from the boss, through middle managers or supervisors to the front line staff. Your own position should be highlighted (at least 2 pages). If you worked for 2 employers you can compare and contrast them (at least 4 pages).

Wherever possible, include financials such as sales, turnover, profit, number of guests/customers. Also explain ownership in detail.

Summary of roles and duties This should commence with a job description as it was given to you on arrival and how that compared with the tasks and responsibilities you actually performed. It should track how your role evolved, and what additional tasks and responsibilities you were given, or took on (at least 2 pages).

Literature review The literature review is the theoretical foundation for the Analysis, the next section. What you review will depend on the type of organisation you are working in. This is very important to understand.

Think carefully about the academic literature you access. If you work in the hotel industry, then hospitality and tourism journals are appropriate; the same if you work in restaurants or other hospitality businesses. If you work in a not-for-profit organisation, such as a charity or community body, you should consult the not-for-profit literature, of
which there is substantial. If you are in services, such as finance, IT or others, then perhaps the services literature is your first ‘port of call’. If you have questions about what area of literature is appropriate, consult the Course Coordinator.

A literature review requires you to examine the academic literature (viz., journals and books) on the chosen topic. It is expected that you will consult at least 12 articles in compiling your review. Academic journals and textbooks are preferred over magazine or newspaper articles or websites as reliable sources.

You should spend time in Session 1 doing keyword library searches to find articles that provide further understanding of your topic area. Quotes are permissible, but must be no longer than 2 sentences in length, and must be referenced. Under no circumstances must you quote without referencing, nor use more than 2 quotes per page. By paraphrasing your readings in your own words you will remember and learn from what you have read, but not by copying the words of others. In your review you should then summarise the key concepts from your reading, explaining where they were drawn from by use of references in parentheses or footnotes. See the guide to the presentation of assignments on the School of Marketing web site (see course outline page).

Use sub-headings to facilitate ease of reading. This should be at least 5 pages in length.

**Analysis** This is a critical part of the whole assignment. It is your analysis of the organisation in relation to your topic. The topic and the type of organisation determine your literature review, which is then used to build your analysis.

In the section, you apply the theoretical and empirical insights generated in the literature review to the organisation in which you worked. You will be penalised for failing to integrate the Literature Review outcomes into your analysis of the organisation.

Use sub-headings to facilitate ease of reading. This section of the report should be at least 5 pages in length.

**Conclusion** This should be at least 2 pages, discussing the overall value of your work experience, the implications of your findings for business in general, and the lessons you have gained from your employment. This is NOT a summary/rehash of your report. This should be thoughtful and insightful.
**Bibliography** This lists all references mentioned in your assignment, as well as other literature not mentioned.

**Appendix** This includes photos of your workplace, brochures and any other material that may add interest to the report.

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<thead>
<tr>
<th>Weighting of Marks</th>
<th>Layout, Spelling, Grammar &amp; Referencing</th>
<th>10%</th>
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<tbody>
<tr>
<td></td>
<td>Executive Summary</td>
<td>5</td>
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<tr>
<td></td>
<td>Description of Organisation</td>
<td>5*</td>
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<tr>
<td></td>
<td>Description of Department</td>
<td>10</td>
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<td></td>
<td>Roles and Duties</td>
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<td></td>
<td>Records</td>
<td>10</td>
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<tr>
<td></td>
<td>Literature Review &amp; Bibliography</td>
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<tr>
<td></td>
<td>Analysis</td>
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<td></td>
<td>Conclusion</td>
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</table>

If your organisation is small, whereby ‘organisation’ and ‘department’ are one in the same, combine these two sections into one in the report. (15 marks will be allocated in this case.)

**Late Submissions** Two net marks per day.

**Showing the report to your employer?** This is not encouraged, because the employment of you or others may be inadvertently prejudiced by your findings. If an employer has a genuine interest in your report they should be asked to write to the Course Coordinator, and the request will be considered.
3 RESEARCH TOPIC

Employment

Your first job will probably be a front line service position, in a hotel, club, restaurant or retail outlet. For most of you finding work will be familiar and relatively easy. The Uni does not assist because it is an ideal experience in marketing yourself, and you are eminently employable with your Kenvale qualification. This is also where you 'start from the bottom', observing guests & customers, with staff working under pressure and management trying to maintain service and product quality while maximising profit. If you have already had considerable front-line experience and are able to get a supervisory job, all to the good. If you have had no front line experience you are not encouraged to use this period of employment working 'behind the scenes' away from guests or customers.

Most students enjoy their first period of industry employment because they have the ability to quickly prove their worth and are given scope and autonomy to perform to the best of their ability. Some may experience some frustration, working with supervisors or teammates who deny them that scope and autonomy. If you are having difficulties, see the Course Coordinator.

Your topic for analysis

Consider the experience of being a front-line employee.
What expectations are there for you to provide a “good” customer experience? What is the customer experience? Is it always possible for you create a good experience for your customers? Why or why not? What are the pressures and difficulties you experience and how do these affect the customer? How would you improve the experience for employees and customers?

In your literature review you will be expected to address most if not all of the following service concepts:

- Customer experience management
- Relationship marketing
- Service quality
- Managing internal service quality
- Service recovery
- Complaining behaviour
- Service blueprinting
- A firm's 'servicescape' and its impact on customers’ perceptions

Note: To assist you in preparing your report, these concepts will be covered in your Services Marketing Management course in S1, 2006.
Journal Record

This record is to be kept on a weekly basis for the duration of your employment, Sunday - Sunday. It should summarise your impressions in each of these categories. From this record, you will see which aspects of your own work and those of your organisation were consistently successful and those that may need improvement. These themes will form the basis of your report, as well as considering your specific topic. You should also keep daily notes in a notebook.
Please complete both pages and hand in with your employment report. It will be kept on file in the Tourism and Hospitality Management Unit.

Surname

Given name

EMPLOYER 1

Organisation

Address

Type of business

Your role

Start date

Finish date

Hours worked

EMPLOYER 2

Organisation

Address

Type of business

Your role

Start date

Finish date

Hours worked

The topics I researched in my previous industry employment report (in full)

DECLARATION

I declare that the above information is true and correct and that the report submitted herewith is entirely my original work.

Signature
This record is to be kept on a weekly basis for the duration of your employment, Sunday - Sunday. It should summarise your impressions in each of these categories. From this record, you will see which aspects of your own work and those of your organisation were consistently successful and those that may need improvement. These themes will form the basis of your report, as well as considering your specific topic. You should also keep daily notes in a notebook.

<table>
<thead>
<tr>
<th>Your role</th>
<th>Start date (Sunday)</th>
<th>Finish date (Sunday)</th>
<th>Hours this week</th>
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<tbody>
<tr>
<td>How satisfactory was your team's output? Again, provide solutions to problems in the last box.</td>
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<tr>
<td>How satisfactory was your own output? Again, provide solutions to problems in the last box.</td>
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<tr>
<td>What went successfully this week? What would you do to ensure that this level of success is maintained? Provide a comment in the last box.</td>
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<tr>
<td>What were the problems this week? Again, provide solutions to problems in the box below.</td>
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<tr>
<td>With hindsight what would you have done differently if you had been the boss? Link problems/glitches/ with solutions, and successes with strategies for sustainable commercial advantage.</td>
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