



**Universitas Negeri Surabaya**  
**Faculty of Social and Legal Sciences**  
**Communication Science Bachelor Study Program**

Document Code

**SEMESTER LEARNING PLAN**

<b>Courses</b>	<b>CODE</b>	<b>Course Family</b>	<b>Credit Weight</b>	<b>SEMESTER</b>	<b>Compilation Date</b>																																											
Excellent Services and Hospitality	7020103104	Compulsory Study Program Subjects	T=3 P=0 ECTS=4.77	5	July 15, 2023																																											
<b>AUTHORIZATION</b>	<b>SP Developer</b>		<b>Course Cluster Coordinator</b>		<b>Study Program Coordinator</b>																																											
	Prodi Ilmu Komunikasi		Jauhar Wahyuni, M.I.Kom		Dr. Anam Miftakhul Huda, S.Kom., M.I.Kom.																																											
<b>Learning model</b>	Case Studies																																															
<b>Program Learning Outcomes (PLO)</b>	PLO study program that is charged to the course																																															
	<b>PLO-9</b>	Able to produce message content for various communication purposes using various types of communication channels, both conventional channels and digital channels, which are beneficial to society and in accordance with applicable legal, social and ethical norms.																																														
	<b>Program Objectives (PO)</b>																																															
	<b>PLO-PO Matrix</b>																																															
		<table border="1" style="margin: auto;"> <tr> <td style="width: 50px;">P.O</td> <td style="width: 50px;">PLO-9</td> </tr> </table>				P.O	PLO-9																																									
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<b>PO Matrix at the end of each learning stage (Sub-PO)</b>																																																
	<table border="1" style="margin: auto;"> <tr> <td rowspan="2" style="width: 30px;">P.O</td> <td colspan="16" style="text-align: center;">Week</td> </tr> <tr> <td style="width: 20px;">1</td><td style="width: 20px;">2</td><td style="width: 20px;">3</td><td style="width: 20px;">4</td><td style="width: 20px;">5</td><td style="width: 20px;">6</td><td style="width: 20px;">7</td><td style="width: 20px;">8</td><td style="width: 20px;">9</td><td style="width: 20px;">10</td><td style="width: 20px;">11</td><td style="width: 20px;">12</td><td style="width: 20px;">13</td><td style="width: 20px;">14</td><td style="width: 20px;">15</td><td style="width: 20px;">16</td> </tr> </table>															P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
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	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																																
<b>Short Course Description</b>	This course discusses the definitions, phenomena and techniques of excellent service and hospitality in the industry																																															
<b>References</b>	<b>Main :</b>																																															
	1. 1. Nigel Evans, Strategic Management for Tourism, Hospitality and Events. 2. 2. Clayton W. Barrows, Introduction to Management in the Hospitality Industry. 3. 3. Robert C. Ford, Managing Quality Service in Hospitality.																																															
	<b>Supporters:</b>																																															
<b>Supporting lecturer</b>	Mutiah, S.Sos., M.I.Kom. Jauhar Wahyuni, M.I.Kom.																																															
<b>Week-</b>	<b>Final abilities of each learning stage (Sub-PO)</b>	<b>Evaluation</b>		<b>Help Learning, Learning methods, Student Assignments, [ Estimated time]</b>		<b>Learning materials [ References ]</b>	<b>Assessment Weight (%)</b>																																									
		<b>Indicator</b>	<b>Criteria &amp; Form</b>	<b>Offline ( offline )</b>	<b>Online ( online )</b>																																											
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)																																									

1	Students understand the lecture plan and discuss the lecture contract.	Students can explain their learning plans for one semester	<b>Criteria:</b> Student activity  <b>Form of Assessment :</b> Participatory Activities	Lectures and Discussions 3 X 50			5%
2	Students understand the learning objectives of Excellent Service and Hospitality.	Students can understand the learning objectives of the course.	<b>Criteria:</b> Student activity  <b>Form of Assessment :</b> Participatory Activities	Lectures and Discussions 3 X 50		<b>Material:</b> Quality Service, Excellent Service <b>References:</b> 3. Robert C. Ford, <i>Managing Quality Service in Hospitality.</i>	5%
3	Understand the position of customers, their important role in the industry, and types of customers.	Students can understand the material and discuss actively.	<b>Criteria:</b> Student activity in discussions  <b>Form of Assessment :</b> Participatory Activities	Lectures and Discussions 3 X 50		<b>Material:</b> Quality Service, Excellent Service <b>References:</b> 3. Robert C. Ford, <i>Managing Quality Service in Hospitality.</i>	5%
4	Understand the difference between bad service, good service and excellent service.	Group task	<b>Criteria:</b> Students are able to differentiate between bad service, good service and excellent service.  <b>Form of Assessment :</b> Participatory Activities	Lectures and Discussions 3 X 50		<b>Material:</b> Robert C. Ford, <i>Managing Quality Service in Hospitality.</i> <b>References:</b> 3. Robert C. Ford, <i>Managing Quality Service in Hospitality.</i>	10%
5	Understand the attitudes that need to be taken to demonstrate excellent service to customers.	Students can understand the material and provide examples that are relevant to the lecture material.	<b>Criteria:</b> Student activity in giving relevant examples and being able to understand the material during discussions  <b>Form of Assessment :</b> Participatory Activities, Practice/Performance	Lectures and Discussions 3 X 50		<b>Material:</b> Robert C. Ford, <i>Managing Quality Service in Hospitality.</i> <b>References:</b> 3. Robert C. Ford, <i>Managing Quality Service in Hospitality.</i>	5%
6	Understand the basic concept of excellent service and types of service.	Students understand the basic concept of excellent service and types of service.	<b>Criteria:</b> Students can mention and explain basic concepts and types of services  <b>Form of Assessment :</b> Participatory Activities	Lectures and Discussions 3 X 50		<b>Material:</b> Quality Service, Excellent Service <b>References:</b> 3. Robert C. Ford, <i>Managing Quality Service in Hospitality.</i>	10%
7	Understanding Service Dimensions and Service Standards.	Students can understand the material and discuss actively.	<b>Criteria:</b> 5  <b>Form of Assessment :</b> Participatory Activities	Lectures and Discussions 3 X 50		<b>Material:</b> Quality Service, Excellent Service <b>References:</b> 3. Robert C. Ford, <i>Managing Quality Service in Hospitality.</i>	0%

8	Midterm Exam (UTS)		<b>Criteria:</b> Writing test  <b>Form of Assessment :</b> Participatory Activities, Tests				20%
9	Understand the basic concepts of Hospitality Management		<b>Form of Assessment :</b> Participatory Activities			<b>Material:</b> Management in the Hospitality Industry <b>References:</b> 2. Clayton W. Barrows, <i>Introduction to Management in the Hospitality Industry.</i>	0%
10	Understand developments and changes in the Hospitality Industry	Students can understand the material and provide examples that are relevant to the lecture material.	<b>Form of Assessment :</b> Participatory Activities			<b>Material:</b> Management in the Hospitality Industry <b>References:</b> 2. Clayton W. Barrows, <i>Introduction to Management in the Hospitality Industry.</i>	5%
11	Understand developments and changes in the Hospitality Industry		<b>Form of Assessment :</b> Participatory Activities			<b>Material:</b> Management in the Hospitality Industry <b>References:</b> 2. Clayton W. Barrows, <i>Introduction to Management in the Hospitality Industry.</i>	0%
12	Understand planning in hospitality industry management		<b>Criteria:</b> Students can understand the material and discuss actively.  <b>Form of Assessment :</b> Participatory Activities	industrial visit		<b>Material:</b> Management in the Hospitality Industry <b>References:</b> 1. Nigel Evans, <i>Strategic Management for Tourism, Hospitality and Events.</i>	5%
13	Understand planning in hospitality industry management	Students understand the material and discuss actively.	<b>Criteria:</b> Active discussion  <b>Form of Assessment :</b> Participatory Activities			<b>Material:</b> Staff Management <b>References:</b> 1. Nigel Evans, <i>Strategic Management for Tourism, Hospitality and Events.</i>	0%
14	Understand staff management arrangements in the Hospitality Industry	Students can understand the material and discuss actively.	<b>Criteria:</b> Active discussion  <b>Form of Assessment :</b> Participatory Activities			<b>Material:</b> Staff Management <b>References:</b> 1. Nigel Evans, <i>Strategic Management for Tourism, Hospitality and Events.</i>	5%

15	Understand the influence of excellent service on the development of the Hospitality Industry	Students can understand the material and discuss actively.	<b>Criteria:</b> Group Presentation  <b>Form of Assessment :</b> Participatory Activities			<b>Material:</b> Quality Service, Excellent Service <b>References:</b> 3. Robert C. Ford, <i>Managing Quality Service in Hospitality.</i>	5%
16	Final Semester Examination (UAS)	Thoroughly master Excellent Service and Hospitality material	<b>Criteria:</b> Able to provide a comprehensive explanation of Excellent Service and Hospitality material as a whole  <b>Form of Assessment :</b> Test				20%

#### Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	67.5%
2.	Practice / Performance	2.5%
3.	Test	30%
		100%

#### Notes

- Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
- The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
- Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
- Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
- Indicators for assessing** ability in the process and student learning outcomes are specific and measurable statements that identify the ability or performance of student learning outcomes accompanied by evidence.
- Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
- Forms of assessment:** test and non-test.
- Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
- Learning Methods:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.
- Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
- The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
- TM=Face to face, PT=Structured assignments, BM=Independent study.