

PLACEMENT:
CUSTOMER EXPERIENCE AND
SERVICE SKILLS
BMGM4003
JANUARY 2026



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WELCOME !

- Welcome to your first day!
- Moodle
- Support
- AI
- Library and Learning Resources
- Placement discussion
- Module Handbook and Assignment
- Reflective writing



ACCESSING INFORMATION ABOUT THIS MODULE

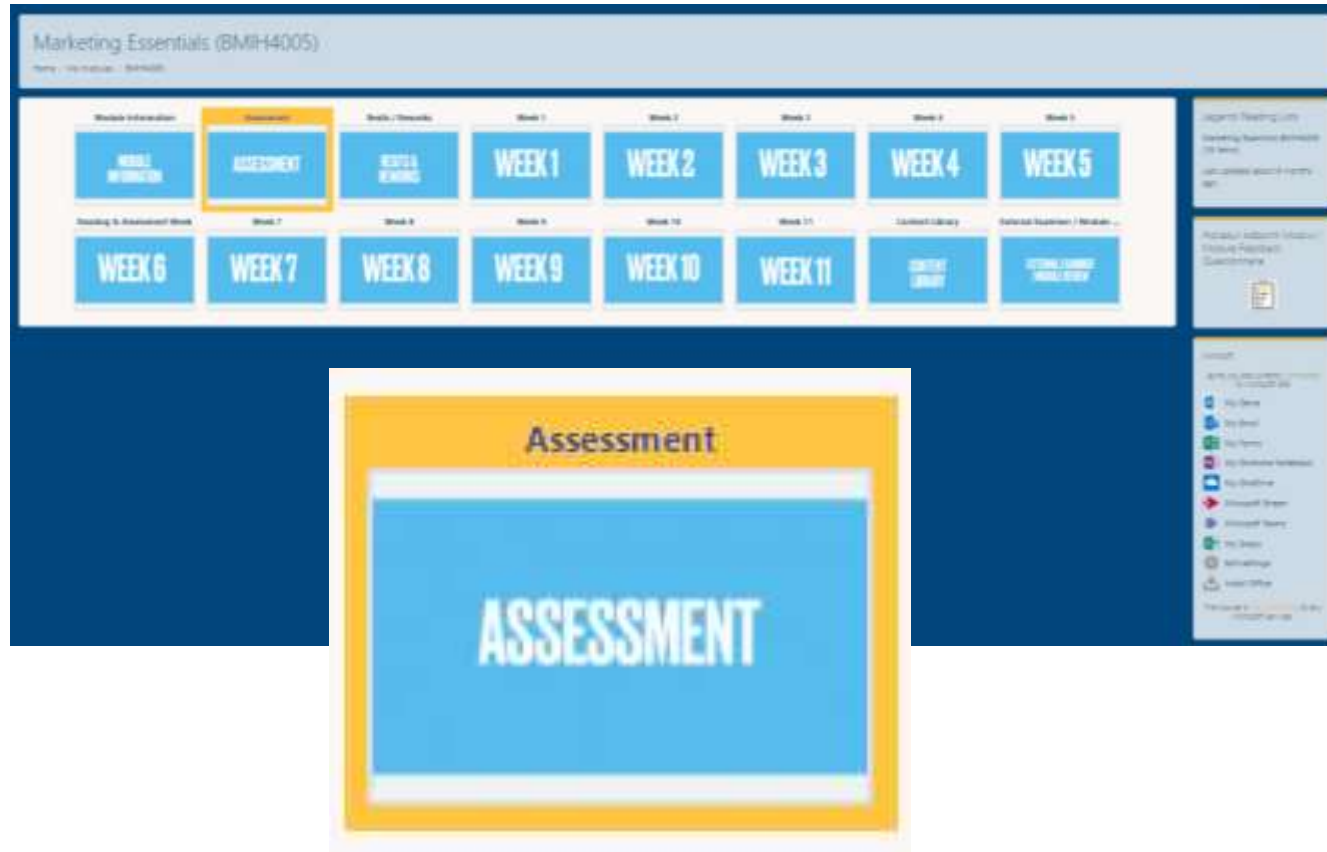


- Your module Moodle Page will include the teaching material that will be delivered by your lecturer.
- You will also find essential information to support you through the module.
- Log in, navigate to Moodle and download the Module Handbook

This section will give you information about the assignments that you will complete within the module.

It will also state the dates that they should be submitted and the content that is required.

Please ask if you don't understand. This is the start of your learning journey and we are here to help



Module Handbook and Support

- This is an important document as it provides information about the module, assessment writing guidelines, resources and further information.
- It is important that when you contact anyone inside the University, to please use your [university email address](#), as this makes sure that we will be able to identify you properly, and you will have a prompt response.
- Please refer to the **Student Hub** for student related information. Please ask questions if you don't understand.

ARTIFICIAL INTELLIGENCE (AI)

- **AI Guidance and Videos for Students 2025:**
Please see the link in Moodle and/or see in the Student Hub (search AI Guidance)
- What is allowed (see assignment/s in Module Handbook)
- What isn't allowed (see assignment/s in Module Handbook)
- **You are to acknowledge your use of AI on each submission** (*please see AI Acknowledgment in Moodle*).

LIBRARY AND LEARNING RESOURCES/

ARTIFICIAL INTELLIGENCE (AI)

- **Library and Learning Resources:** Finding and Using Information and Referencing: [Course: Library Infoskills | Home](#) (please see *Online Infoskills link in Moodle*)
- Academic Misconduct Policy: Academic Integrity/Avoiding Plagiarism (please see in Moodle)
- Please always sign in with your University details
- **Remember that AI is not always reliable or**

WELSH SERVICES

Welsh information and services
are available from the Welsh
Language Service Centre Team here
at the UWTSD

IMPORTANCE OF CUSTOMER EXPERIENCE AND SERVICE SKILLS

- Discussion



IMPORTANCE OF YOUR PLACEMENT

- What is a placement?
- To learn
- To challenge you
- Links theory to practice
- To consider what you learned each week, what you enjoyed and what challenged you
- Can lead to exciting opportunities
- Can lead to employment in highly regarded organisations

PLACEMENT LEARNING OUTCOMES

- To state your goals and aspirations for your placement at the beginning
- See Module Handbook in Moodle



PLACEMENTS

- 8 hours a week in placement unpaid and supervised
- To learn and develop skills and abilities, putting theory into practice
- To keep a log book highlighting experiences (for your reflection assignment)
- Weekly meetings



PLACEMENT ACTIVITIES

1. Please take approximately 15 to 20 minutes to write about your professional **experiences** (work and academic), **aspirations**, specific **goals** you would like to achieve during your placement, **competitions** and any other relevant information you believe may be important to placement).

2. When you have finished, we will have an informal discussion about your potential

CUSTOMER FLOW

- From the moment a guest enters a restaurant, to when they leave.
- Why is mapping a restaurant customer flow important? Discussion.
- Activity:
 - i) Choose your restaurant location and concept.
 - ii) Map out your customer flow using research to provide evidence/ underpin your decisions.
 - iii) Draw an outline of the restaurant on paper, using research to provide evidence/underpin your decisions.
 - iv) Share your insights!

MODULE HANDBOOK: ASSIGNMENT

- Discuss Assignment and learning outcomes
- Reading list
- Reflection and critical thinking
- Referencing and in-text citations
- Student Guidance
- Rubric re: assessment
- Draft
- Questions?

REFLECTIVE WRITING

- Task/s
- What is reflection?
- Reflective workshop
- Models (What, So What, Now What, and Gibbs, and Kolb)



LIBRARY

- Library Tour
- Digital Skills introductory session
- Finding and Using Information session
- Referencing: The Basics
- Academic Integrity & Avoiding Plagiarism
- Digital Skills Questionnaire
- Podcasts



References

- Carroll Design (2024) *The Importance of Space Planning in Restaurant Design for Optimal Customer Flow*. Available at: [https://TheImportance of Space Planning in Restaurant Design for Optimal Customer Flow | Carroll Design/](https://TheImportanceofSpacePlanninginRestaurantDesignforOptimalCustomerFlow|CarrollDesign/)Accessed September 29, 2024.
- Eat (2021) *The Future of the Customer Journey in Hospitality*. Available at: [https://www.TheFuture of the Customer Journey in Hospitality \(eatapp.co\)](https://www.TheFutureoftheCustomerJourneyinHospitality(eatapp.co)) /Accessed September 29, 2024.
- Jasper, M. (2013) *Beginning Reflective Practice*. Andover: Cengage Learning.
- Knowles et al. (2020) *The Adult Learner*. 9th edn. London and New York: Routledge.
- Kolb, D. (1984) *Experiential Learning: Experience as the Source of Learning and Development*. Upper Saddle River: Prentice Hall.
- The University of Edinburgh (2024) *What? So what? Now what?* Available at: [https://What? So what? Now what? | Reflection Toolkit | Reflection Toolkit](https://What?SoWhat?NowWhat?|ReflectionToolkit|ReflectionToolkit) (Accessed January 23, 2026)
- University of Birmingham (2015) *A short guide to reflective writing*. Available at: <https://intranet.birmingham.ac.uk/as/libraryservices/library/asc/documents/public/short-guide-reflective-writing.pdf> (Accessed: 8th September 2023).

