

MODULE DESCRIPTOR

MODULE TITLE	MANAGING QUALITY IN SERVICE ORGANISATIONS		
MODULE CODE	TL3012 (L6)	CREDIT VALUE	20 UK CREDITS / <u>10 ECTS</u>
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

This module provides an in-depth understanding of the issues involved in managing quality in service organisations. The module considers the importance of customers, employees and service delivery quality to the effective service organisation. It aims to develop the management skills and background knowledge needed in a service operation within the area of tourism, hospitality and events and complements module TL2119 Applied Research and Service Quality in TH&E. This module covers the area of managing quality service by using academic studies and contemporary industry experience from the tourism, hospitality and events industry.

MODULE CONTENT

Indicative syllabus content:

- The guest experience
- The service delivery system
- Guestology
- Guest expectations
- Customer delight and emotional attachment
- Employee engagement and emotional attachment
- Key drivers of guest satisfaction
- Service settings that guests expect
- The importance of leaders
- Service culture
- Ethics in business
- Staffing for service
- Motivating exceptional service
- Empowering guests
- Measuring and managing service delivery
- The employee-customer encounter
- Designing & conducting service audits
- Recommendations for service business issues

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Critically appraise the main theories and principles associated with the management of service quality.
2. Explore in depth a range of tools and techniques aimed at the improvement of quality in service organisations and be aware of their limitations.
3. Plan, design and execute practical activities using appropriate techniques and procedures.

TEACHING METHODS

The module will be delivered on campus and the students will attend a weekly lecture and workshops. Lectures will be researched informed and industry professionals will be invited. Lecture materials and additional reading will be available on-line via E-learn. Some workshops will be dedicated towards the assessments. In addition to the subject and topics that are examined throughout the module, attention will be placed on developing a range of skills. Primarily, these skills will be academic but an emphasis here is on key management abilities. However, concepts will be illustrated using cases, examples, and tasks in service industries such as the hospitality and tourism industry, tourist attractions and airlines. This module is designed to allow students to further develop skills, techniques, and approaches and to seek appropriate solutions based on reasoning and analysis.

Assessment: The students will undertake a consultancy project. During the project students will ascertain customer needs, audit existing provision and make recommendations as to how to improve the management of the facility to meet organisational and customer needs. The students will:

1. Attend a briefing session from the client.
 2. Complete a mystery shopping measurement tool suitable for the outlet.
 3. Conduct a mystery shopper programme for the outlet.
 4. In a business report format present the findings and recommendations.
 5. Be prepared to answer questions on the recommendations from the client.
 6. Work as part of a group to carry out all tasks.
 7. Produce a business portfolio of findings for the client.
-

ASSESSMENT METHODS

This module is assessed through one report of major concepts & theories of service quality and one Consultancy project Business Presentation & Portfolio.