

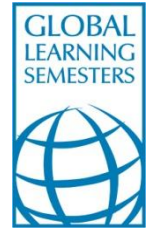
Global Learning Semesters

Course Syllabus

Course: HOSP-380 Service Quality Management

Department: Hospitality and Tourism

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
HOSP-380	Service Quality Management	3
Semester Offered	Contact Hours	Prerequisites
Fall	42	Junior
Department	Level of Course	Language of Instruction
Hospitality and Tourism	Upper Division	English

Course Description

In today's ever-demanding service industries there is a need for sensitizing the personnel to the critical value of quality in service provision. Through an analysis of service characteristics, effective delivery systems, and quality assurance methods, the student will acquire the necessary skills to achieve the ultimate goal – guest satisfaction

Instructor

Mr. John Kouis

Course Aims and Objectives

To enable students to control service quality to ensure maximum guest satisfaction.

Teaching Methods

The course is delivered through lectures, case studies, field trips and guest speakers.

Course Teaching Hours

42 hours (lectures). The course is delivered during the Fall semester over a 14 week period (3 hours / week).

Evaluation and Grading

Class Participation: 10%
Report: 20%
Mid-term: 30%
Final Exam: 40%

Readings and Resources

Required Textbook

- R. Woods and J. King, Quality Leadership and Management in the Hospitality Industry. AHLA.

Recommended Reading

- M. Olsen, R. Teare and E. Gummesson, Service Quality in Hospitality Organizations. Cassell.
- A. Lockwood, M. Baker and A. Ghillyer, Quality Management in Hospitality. Cassell.
- J & M Fitzsimmons, Service Management for Competitive Advantage. McGraw Hill.