

Course Syllabus

Course Code	Course Title	ECTS Credits
HSPO-203	Service Quality Excellence	4
Prerequisites	Department	Semester
HSPO-101	Hospitality	Fall
Type of Course	Field	Language of Instruction
Required	Hospitality Management	English
Level of Course	Lecturer(s)	Year of Study
Diploma		2 nd
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	None

Course Objectives:

The main objectives of the course are to:

1. Explore and analyze the importance of managing quality in the different segments of the hospitality industry.
2. Incorporate the various concepts of effective planning, equipment utilization, food and beverage mise en place and personnel skills
3. Highlight and secure the constant implementation of the various service quality components at every single moment of truth
4. Analyze the various assessment methods as important elements to determine and ensure high standards of quality for hospitality services
5. Stress the utmost importance of service quality excellence to secure constant guest satisfaction and loyalty

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Explain the notion and the value of quality
2. Define quality management – performance, customer needs and expectations
3. Identify organizational strengths – employees, procedures, facilities
4. Promote team effectiveness – the benefits of team work
5. Comprehend the basic components of a quality management system (ISO 9001)
6. Describe ways to assess quality – assessing guests' satisfaction

7. Secure ways to ensure guest satisfaction through the delivery of excellent service
8. Comprehend the value of service excellence to be used as competitive advantage

Course Content:

1. An overview of Quality Management and Total Quality Management
2. Analysis of the evolution of quality and its respective management system
3. Analysis of quality theory and practice and support for critical thinking for practical applications
4. Control of the cost of quality in favor of guest satisfaction
5. Identification and evaluation of service quality in the hospitality industry and the relevant success factors
6. Basic analysis of ISO 9001:2015 quality management system
7. Implementation of quality components in service delivery to meet guest expectations

Learning Activities and Teaching Methods:

PowerPoint Lectures, Case Study Analyses, Educational Videos, Discussion

Assessment Methods:

Class Participation, Assignments, Mid-Term Exam, Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Service Quality	Jurcik, H.,	Independently Published	2021	979-8723828001
Quality Service Management	Maleyeff, J.	Routledge	2022	978-1032057545

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Quality Service: What Every Hospitality Manager Needs to Know	Martin, W.	Pearson	2019	978- 0130930187
Managing Hospitality Organizations	Ford, R.	Sage Publications	2019	978- 1544321509