

## Liverpool John Moores University

Title: INTRODUCTION TO THE SERVICE SECTOR  
Status: Definitive  
Code: **4503FDTUOL** (108488)  
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition  
Teaching School/Faculty: City of Liverpool College

Team	Leader
Steve Burns	Y

**Academic Level:** FHEQ4      **Credit Value:** 12      **Total Delivered Hours:** 39  
**Total Learning Hours:** 120      **Private Study:** 81

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	26
Seminar	13

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework	100	

### Aims

*To provide students with an understanding of those factors that impact upon the operations of the Service Sector. The module will ensure that students can appreciate the importance of a wide range of theoretical positions that can be applied to the Service Sector.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Produce a piece of work detailing the nature of the Service Sector, and its components and sectors
- 2 Evaluate the importance of economic, political, environmental and socio-cultural factors to the Service Sector
- 3 Examine the use of information and statistical sources to the Service Sector
- 4 Highlight the importance of customer care to the service industry
- 5 Recognise the importance of the Service Sector to the local, regional and UK economy

### **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

Coursework	1	2	3	4	5
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### **Outline Syllabus**

*the module will consider the size , breadth and extent of the tourism, leisure and related industries. The scale and context of the service sector as a key sector in the economy. Topics will include:customer characteristics and requirements, employment in the service sector, skill requirements, customer care and training. The academic theoretical underpinning of the consumption of services through published research will be examined.*

*Statistical sources of information from both governmental and non-governmental agencies.*

*The role of the public, private and voluntary sectors and the ways in which they interact in order to bring about change at local and national levels.*

### **Learning Activities**

The module will consider the size, breadth and extent of the tourism, leisure and related industries. The scale and context of the service sector as a key economic factor will be examined. Topics will include: customer characteristics and requirements, employment in the service sector, skill requirements, customer care and training. The academic theoretical underpinning of the consumption of services through published research, will be examined.

### **Notes**

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