

## Liverpool John Moores University

Title: SERVICE QUALITY MANAGEMENT  
Status: Definitive  
Code: **5314BUSBS** (122025)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Joanna Qu	Y
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**Academic Level:** FHEQ5      **Credit Value:** 20      **Total Delivered Hours:** 44  
**Total Learning Hours:** 200      **Private Study:** 156

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Seminar	33

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	ESSAY	Individual 2500 word case study coursework assignment	60	
Report	RPT	Final Assessment	40	1

### Aims

*1. To introduce students to the foundation knowledge of quality management in general and quality factors in service sectors.*

*2. To provide students with the knowledge and skills to manage and improve organisations' service quality to increase operation efficiency and improve customer*

satisfaction.

## Learning Outcomes

After completing the module the student should be able to:

- 1 Recognise the principles, objectives and impacts of quality management.
- 2 Analyse the relationship between company culture and quality management.
- 3 Analyse the basic concepts of some advanced quality control methods.
- 4 Investigate the quality management methods in service industry.
- 5 Appraise a wide range of service quality management and improvement tools to analysis service businesses and make recommendations.

## Learning Outcomes of Assessments

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

ESSAY	1	2	5
REPORT	3	4	

## Outline Syllabus

- *Introduction of quality management*
- *The evolution of quality management*
- *Organisational culture for quality*
- *Costs of quality*
- *Service quality Introduction*
- *Service quality related legislation and regulation*
- *Customer loyalty*
- *Supply and demand management*
- *Complaint handling*

## Learning Activities

- Introduction of quality management
- The evolution of quality management
- Organisational culture for quality
- Costs of quality
- Service quality Introduction
- Service quality related legislation and regulation
- Customer loyalty
- Supply and demand management
- Complain handling

## **Notes**

With globalization and increasing market competition, price alone can hardly differentiate a company from the crowd. Companies are putting more efforts on controlling and improving quality of their products and services.

This module provides an understanding of quality management and its application in business environment. It will equip students with the knowledge and skills of quality management which can be applied across organisational sectors, particular in service sectors, which will enhance the students' employability. It also lays a solid foundation for any future study in quality control area.