

Liverpool John Moores University

Title: MANAGING SERVICE QUALITY
Status: Definitive
Code: **6001BUSOM** (108318)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

| Team | Leader |
|--------------|--------|
| Alex Douglas | Y |

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 24.00
Total Learning Hours: 120
Private Study: 96

Delivery Options

Course typically offered: Semester 2

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 12.000 |
| Tutorial | 12.000 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|----------|-------------------|-----------------------|---------------|---------------|
| Essay | AS1 | Individual Coursework | 100.0 | |

Aims

*To assess the impact of quality on all types of service organization;
To provide knowledge and skills applicable to managing quality in service organizations;
To evaluate methods of managing quality in service organizations.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Explain the nature, characteristics and classification of services.
- 2 Critically evaluate service quality Models.
- 3 Critically evaluate various methods for measuring service quality.
- 4 Discuss strategic and operational management issues appropriate to services.

Learning Outcomes of Assessments

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

| | | | | |
|-------|---|---|---|---|
| Essay | 1 | 2 | 3 | 4 |
|-------|---|---|---|---|

Outline Syllabus

The nature of services;
Characteristics of services;
Classification of services;
Definition of quality for services;
Conceptual Service Quality Models;
Measuring Service Quality;
Strategy in Services;
Matching Supply and Demand in Services;
Field Service Management;
Customer Complaints, service recovery and continuous improvement;
Customer Defections;
Customer Satisfaction.

Learning Activities

Lectures and tutorials.

References

| | |
|------------------------|-------------------------|
| Course Material | Book |
| Author | Foster, S T |
| Publishing Year | 2004 |
| Title | Managing Quality |
| Subtitle | An Integrative Approach |
| Edition | |
| Publisher | Pearson/Prentice Hall |
| ISBN | |

| | |
|------------------------|-----------|
| Course Material | Book |
| Author | Dale, B G |
| Publishing Year | 2003 |

| | |
|------------------|-------------------|
| Title | Managing Quality |
| Subtitle | |
| Edition | |
| Publisher | Blackwell, Oxford |
| ISBN | |

| | |
|------------------------|------------------------------------|
| Course Material | Book |
| Author | Albrecht, K and Zemke, R |
| Publishing Year | 2002 |
| Title | Service America in the New Economy |
| Subtitle | |
| Edition | |
| Publisher | McGraw-Hill, New York |
| ISBN | |

| | |
|------------------------|---------------------------------------|
| Course Material | Book |
| Author | Fitzsimmons, J A and Fitzsimmons, M J |
| Publishing Year | 2007 |
| Title | Service Management |
| Subtitle | |
| Edition | |
| Publisher | McGraw- Hill, New York |
| ISBN | |

| | |
|------------------------|---------------------------|
| Course Material | Book |
| Author | Davis, M M and Heineke, J |
| Publishing Year | 2003 |
| Title | Managing Services |
| Subtitle | |
| Edition | |
| Publisher | McGraw-Hill, New York |
| ISBN | |

| | |
|------------------------|---------------------------------------------|
| Course Material | Book |
| Author | Van Looy, B, Gemmel, P and Van Dierdonck, R |
| Publishing Year | 2003 |
| Title | Services Management |
| Subtitle | An Integrated Approach |
| Edition | |
| Publisher | Prentice Hall, Harlow |
| ISBN | |

Notes

This module builds on the foundations of LBSOM2091 Managing Quality. This Module offers you the opportunity to develop your Service Management skills to a

high level of competence so useful in today's service economy where competitive advantage can come from managing services well. This module is for those with an interest in improving quality and developing their own service management skills.

Assessment:

Coursework assignments to be submitted by Friday week 12 of semester two;
Formative assessment will be via multiple-choice quizzes for each learning outcome and will be posted on Blackboard.