



SUBJECT SYLLABUS

ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Theory on Quality & Service (81121)

PROGRAM: Service Institutions Administration, International Business Administration, Business Administration
Level of Study Undergraduate Program

| GENERAL ACADEMIC INFORMATION | |
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| LATEST UPDATE | 2013-7 |
| VALID FOR | Valid |
| ACADEMIC AREA | Quality & Service |
| CYCLE | Basic |
| SEMESTER | Second, First, Third, respectively |
| SUBJECT TYPE | Mandatory |
| CREDIT POINTS | 3 |
| CLASSROOM HOURS PER WEEK | 4 |
| PRE-REQUISITES | None |
| LANGUAGE | Spanish |
| PROFESSOR'S NAME | Fernanda Navas, Angela Vega |
| COURSE DETAILS | |
| COMPETENCES DEVELOPED | 1. To deeply respect and value teamwork people 2. To conduct himself with coherence in thought, word and action in his personal and professional life 3. To analyze the historical stages of service, quality, plus its origins and impact over time 4. To recognize the contributions of the service sector to the national and international economy 5. To recognize the contributions of quality and service authors that have significantly impacted these fields' knowledge. 6. To learn about the different models of quality and service 7. To learn the basics of customer relations |
| COURSE CONTENTS | MODULE 1 The human dimension of service MODULE 2 Quality and service foundations MODULE 3 Service economy MODULE 4 Integral quality; quality management; quality management systems; rewards' aim and quality models MODULE 5 Handling the relationship with clients |
| METHODOLOGY | Lecture |
| ASSESSMENT | It will be a permanent, dialogical process that encompasses peer evaluation, self-assessment, meta-assessment and co-assessment, all of them intended towards an integral and personalized learning. It will verse on quantitative as well as qualitative modes. It will be based on competences. As for the quantitative system, a unique grade will be reported, always seeking the student learning and permanent improvement. As for the program, it will be divided into three terms, two valued 60%, and one of 40%. The assessment tools will be quizzes, workshops, presentations, organizations' visits, and a final project. All of them derive from the didactic methods used. The virtual platform of the University will be used for diverse activities. |
| LINKS: | |
| WEEKLY PLAN | Provided by request |

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| DETAILED CONTENT | Provided by request |
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