



Universidad de
La Sabana

SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Theory on Quality & Service (81121)
PROGRAM: Bachelor of Administration & Service (BA&S)
Bachelor of International Business (BIB)
Bachelor of Business Administration (BBA)
Bachelor of International Marketing & Logistics Administration (BIMLA)
LEVEL OF STUDY: Undergraduate Program

GENERAL ACADEMIC INFORMATION			
LATEST UPDATE	2016-2		
ACADEMIC AREA	Quality & Service		
SEMESTER	Second, First, Third, Sixth respectively		
SUBJECT TYPE	Mandatory		
CREDIT POINTS	2		
CLASSROOM HOURS PER WEEK	4		
PRE-REQUISITES	None		
LANGUAGE	Spanish		
INTERNATIONAL CONTENT	<ul style="list-style-type: none">• Reading materials include international journal articles• Reading materials in English• Research tasks on intercultural contexts• Development of projects with international or intercultural focus• International cases are used and compared against national reality• International bibliography is used		
COURSE DETAILS			
COURSE DESCRIPTION	To help students acquire and implement in organizations a body of structured knowledge on theories of service and quality, knowledge for co-creating value and innovation.		
COMPETENCES DEVELOPED	Competence	Emphasis	Intended Learning Outcome (ILO)*
	Learning about the theories of service and quality, and their contributions to companies.	Knowledge	ILO01, ILO03, BA&S ILO06.

	Identifying quality models, service quality models in the production of goods and services, and learning how to implement these models in the real sector.	Skill	ILO01, ILO02, ILO03, BA&S ILO06.
	Analyzing, proposing and supporting solutions to service and quality problems in goods and services using basic tools for measuring quality and service quality.	Context	ILO 02, ILO 03, ILO 04, ILO 005, BA&S ILO06.
	<p>* Intended Learning Outcome</p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>ILO05: Understand principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).</p> <p>BA&S ILO06: Understand the needs of people and organizations as well as the tendencies of service and hospitality, which prevail in the marketplace in order to design solutions that satisfy the needs of both internal and external customers.</p>		
COURSE CONTENTS	<p>MODULE 1 The human dimension of service</p> <p>MODULE 2 Quality and service foundations</p> <p>MODULE 3 Service economy</p> <p>MODULE 4 Integral quality; quality management; quality management systems; rewards' aim and quality models</p> <p>MODULE 5 Handling the relationship with clients</p>		
METHODOLOGY	<p>Lecture and Case Method</p> <p>Theoretical classes</p> <p>Participative classes :Small Groups Discussion and Course Discussions</p> <p>Mind Maps and Forum</p> <p>Workshops</p> <p>Practical Exercises</p> <p>Written tests, essays, presentations and integral projects</p>		
ASSESSMENT	<p>In order to assess the development of the proposed competencies they will be taken into account students' attendance control, participation (contributions) and reading comprehension activities on-site or in</p>		

	<p>Virtualsabana platform, workshops and activities in the classroom, an applied work, two midterm exams at the end of the first two terms, and a final exam at the end of the third term. Presentation of the applied work.</p> <p>C1: will be assessed by quizzes, group works, workshops and tests.</p> <p>C2: will be assessed by debates, presentations and applied workshops.</p> <p>C3: will be assessed by study cases and performing of applied work –project based learning.</p> <p>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%.</p>
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