



SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: • **Models in the Service Industry**

LEVEL OF STUDY: Undergraduate Program

GENERAL ACADEMIC INFORMATION			
LATEST UPDATE	2016-2		
ACADEMIC AREA	Service, Hospitality and Quality		
SEMESTER	NA		
SUBJECT TYPE	Elective		
CREDIT POINTS	3		
CLASSROOM HOURS PER WEEK	4		
PRE-REQUISITES	NA		
LANGUAGE	Spanish		
INTERNATIONAL CONTENT	<ul style="list-style-type: none"> • Reading materials include international journal articles • Reading materials in English • Development of projects that integrate national and international students, or collaborative projects, as well as on-site or online teamwork • Development of projects with international or intercultural focus • Foreign speakers or professors visiting the classroom or participating online • International cases are used and compared against national reality • International bibliography is used 		
COURSE DETAILS			
COURSE DESCRIPTION	<p>The course aims to teach the student to analyze the environment and recognize opportunities and threats for the organization. Integrate organizational vision, mission and objectives into strategic planning. Present different scenarios for the organization and achieve better decision-making. Build strategies for certain business situations. Understand and explain how the strategy is managed. Measure the financial impact of corporate strategy. Analyze different types of companies and integrate their business model.</p>		
COMPETENCES DEVELOPED	Competence	Emphasis	Intended Learning Outcome (ILO)*

	Describing the service industry models and their significance for international modern business and international markets	Knowledge	ILO 001 ILO 002 BA&S ILO 006 BA&S ILO 007
	Describing the different types of strategies in the service industry models.	Knowledge	ILO 001 ILO 002 BA&S ILO 006 BA&S ILO 007
	Developing the "value strep map", a map of international models in the services industry, planning decisions, organization, management and control, which is integrated systemically, pointed in the direction of resources (human, financial, facilities and information) of an organization to efficiently and effectively achieve organizational objectives.	Context	ILO 001 ILO 002 ILO 004 BA&S ILO 006 BA&S ILO 007
	<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>ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</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> <p>BA&S ILO07: Understand transformational leadership to improve organizations and human resource development.</p>		
COURSE CONTENTS	<ol style="list-style-type: none"> 1. Fundamentals of management: service management 2. Strategic management: organizational behavior of service models 3. Administrative processes in service models: planning, organizing, monitoring and controlling. 4. Functional areas: financial analysis of the service industry models 5. Human resources management in service models 		
METHODOLOGY	<p>Problem Based Learning (PBL)</p> <p>Lecture</p> <p>Theoretical classes</p> <p>Participative classes :Small Groups Discussion and Course Discussions</p>		

ASSESSMENT	Permanent assessment: 1st Midterm exam: 30%; 2nd Midterm exam: 30%; Final exam: 40%. The three competences will be evaluated through workshops, forums, debates, case studies and written tests.
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