



Universidad de
La Sabana

SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Introduction to service and hospitality (962103)

PROGRAM: Bachelor of Administration & Service (BA&S)

LEVEL OF STUDY: Undergraduate Program

GENERAL ACADEMIC INFORMATION			
LATEST UPDATE	2016-2		
ACADEMIC AREA	Quality & Service		
SEMESTER	First		
SUBJECT TYPE	Mandatory		
CREDIT POINTS	3		
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		
COURSE DETAILS			
COURSE DESCRIPTION	To contribute to the students' knowledge of the subject matter of their major, and to visualize their integral formation as potential administrators capable of creating value for others, through the historical, current look and trends of service and hospitality, in a multicultural context. It also seeks to contribute to develop in students the spirit of service, ethics, the ability to plan, as well as the ability to transform their environment. Finally, it aims at engaging students in the Administration & Service and motivate them to continue and progress within the study program, and to understand and value the different roles they can assume with their profession.		
COMPETENCES DEVELOPED	Competence	Emphasis	Intended Learning Outcome (ILO)*
	Learning the basic concepts and the most important characteristics of service and hospitality.	Knowledge	ILO01, BA&S ILO06.

	<p>Studying, learning, recognizing and explaining some of the specific problems of the service sector and the organizations that conform it at local, regional, national, and international levels, from diverse frameworks.</p>	Knowledge	ILO01, ILO02, BA&S ILO06 BA&S ILO07.
	<p>Identifying key elements that generate the satisfaction of people needs, favoring the competitiveness of the organizations dedicated to service and hospitality.</p>	Knowledge	ILO 01, ILO 02, ILO 04, BA&S ILO06 BA&S ILO07.
	<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	<p>MODULE 1: Service concepts and definition MODULE 2 History of Service MODULE 3 Hospitality and Service sector MODULE 4 Current tendencies of Service and Hospitality MODULE 5 Hospitality and Service culture: Human Resources MODULE 6 Political framework MODULE 7 Strategic management in Service and hospitality businesses</p>		
METHODOLOGY	<p>Theoretical classes Participative classes :Small Groups Discussion and Course Discussions Written tests, essays, presentations and integral projects</p>		
ASSESSMENT	<p>The evaluation of Competencies 1, 2 & 3, will be done by written tests, reading comprehension tests, works and workshops throughout the semester and the final project (Forum). The evaluation system used will allow the teacher to verify the degree of development of the competencies reached by the students according to the established achievements. The evaluation is divided into:</p>		

	<p>FIRST MIDTERM EXAM 30% Assessment of workshops, reading comprehension tests based on roles, round tables, and written test by the end of the term.</p> <p>SECOND MIDTERM EXAM 30% Assessment of workshops, presentations, students class participation, and written test by the end of the term.</p> <p>FINAL EXAM 40% Final written test and project (Forum).</p>
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