



Universidad de
La Sabana

**SUBJECT SYLLABUS
ACADEMIC OVERVIEW**

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Service Management
PROGRAM: Bachelor of Administration & Service (BA&S)
LEVEL OF STUDY: Undergraduate Program

| GENERAL ACADEMIC INFORMATION | | | |
|-------------------------------------|---|-----------------|--------------------------|
| LATEST UPDATE | 2016-2 | | |
| ACADEMIC AREA | Quality & Service | | |
| SEMESTER | Seventh | | |
| SUBJECT TYPE | Mandatory | | |
| CREDIT POINTS | 2 | | |
| CLASSROOM HOURS PER WEEK | 2 | | |
| PRE-REQUISITES | None | | |
| LANGUAGE | Spanish | | |
| INTERNATIONAL CONTENT | <ul style="list-style-type: none"> • Reading materials include international journal articles • Readings in foreign languages • Development of research tasks about intercultural aspects • International cases are used and compared against national reality • Development of projects with international or intercultural focus • International bibliography is used | | |
| COURSE DETAILS | | | |
| COURSE DESCRIPTION | <p>To develop an integrated strategic perspective focused on knowing and applying models of Administration and Management towards service excellence at national and international level, in order to facilitate the implementation of an Integrated Services Management, according to the strategic guidelines required by the context. Designing integrated operating systems, design and management of service levels, building a culture of service, management experiences and relationships with customers to achieve their long-term loyalty. Likewise, the integration of information systems for planning demand and growth, appropriation of cutting-edge technologies, based on quantitative models of Service Management, become an important hub to ensure the effectiveness of Service Management now and into the future, ensuring excellence in Hospitality Management.</p> | | |
| COMPETENCES DEVELOPED | Competence | Emphasis | Intended Learning |

| | | | Outcome (ILO)* |
|--|-----------|--|---|
| Embark on a quest for knowledge and information through observation, experience and analysis seeking to expand the field of knowledge and the reality of the service. | Knowledge | | ILO 01 ILO 02 ILO04 BA&S ILO06 BA&S ILO07 |
| Having the ability to exceed the needs and expectations of customers, creating value to their experiences, and integrate the human value chain to shared services management. | Skills | | ILO01 ILO02 ILO04 ILO05 BA&S ILO06 BA&S ILO07 BA&S ILO08 |
| Having ability to identify and solve problems strategically, creating new solutions for the collective benefit and ensure their implementation in a timely manner, and assuming the risk involved. | Context | | ILO01 ILO02 ILO03 ILO04 ILO05 BA&S ILO06 BA&S ILO07 BA&S ILO08 |

*** Intended Learning Outcome**

ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.

ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.

ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.

ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.

ILO05: Understand principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).

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>BA&S ILO07: Understand transformational leadership to improve organizations and human resource development.</p> <p>BA&S ILO08: Communication: Communicate effectively in written and spoken manner in Spanish and English and three levels of third language.</p> |
| COURSE CONTENTS | <p>Management models</p> <p>Formulation of the strategic guidelines</p> <p>Integrated operating systems</p> <p>Designing and managing service levels</p> <p>building a culture of service</p> <p>Managing experiences and relationships with customers</p> <p>Integration of information systems</p> <p>Quantitative models of Service Management</p> |
| METHODOLOGY | <p>Case study</p> <p>Workshop</p> <p>Forum</p> <p>Practical Exercises</p> |
| ASSESSMENT | <p>Competence 1 2 and 3 will be assessed through the following activities:</p> <ul style="list-style-type: none"> • Closed answer questionnaires in order to identify the achievement of resilience and understanding of domain knowledge gained from training content. • Case analysis, forums-debates and reflection-action workshops, aimed at identifying the cognitive domain and application of content to reality. • Action-Research workshops aimed at achieving creative proposals that provide new approaches related to the learning content in a particular context and reality. Playful and experiential workshops to identify the "know-how" capacity and propositive competency in particular context and case. • Using multimedia to achieve innovative skills and metacognitive skills. • Final project applied to assess the achievement of the course objectives and the course development competencies. |