

**SUBJECT SYLLABUS
ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

COURSE NAME AND CODE: Introduction to Service and Hospitality (962103)

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

LEVEL OF STUDY: Undergraduate Programme

GENERAL ACADEMIC INFORMATION					
LATEST UPDATE	2020-2				
ACADEMIC DEPARTMENT	Service, Quality, and Hospitality				
SUBJECT TYPE	Mandatory				
LANGUAGE	Spanish				
SEMESTER	Programme	Semester			
	BA&S	1			
NUMBER OF ACADEMIC CREDITS	3				
HOURS OF ACADEMIC WORK	144	CONTACT HOURS	48	HOURS OF INDEPENDENT/AUTONOMOUS WORK	96
LEARNING PREREQUISITES	<ul style="list-style-type: none">N/A				
INTERNATIONAL COMPONENT	<ul style="list-style-type: none">National and international standards, policies, regulations and mores related to the professional field.Vocabulary and technical language to communicate in different cultural contexts.Intercultural challenges.Courses linked to international challenges or projects with teams composed by both international faculty and students.				

SUSTAINABLE DEVELOPMENT GOALS (SDG)	SDG: 4. Quality Education					
COURSE DETAILS						
COURSE DESCRIPTION	This subject empowers the student to acquire knowledge and analytical thinking typical of service administrators, in order to create value for others, through the historical, current and trends of service and hospitality, in a multicultural context. Likewise, the subject will contribute in the student to develop the spirit of service, ethics, the ability to plan and the ability to transform his/her environment.					
KEY WORDS:	Service, hospitality, customer, person.					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
		Identify and explain some of the specific problems of the service sector and the organizations that comprise it both at the local, regional, national, and international levels, from the approach of different contexts.	Knowledge	Service and Hospitality Sector Module - - Types of services. Subsectors: hotels, health, banking, food and beverages, transport, air transport, image, education.	Theoretical Class	Summative Assessment
	ILO01 ILO02 BA&S ILO07 BA&S ILO08	Identify key elements that generate the satisfaction of people's needs, in favour of the competitiveness of organizations dedicated to service and hospitality.	Skills	MÓDULO: History of service Authors: Karl Albrecht, Service Triangles; Jan Carlzon, moments of truth; Jaques Horovitz, Seven Secrets - Ferris Wheel, Lovelock (Service Marketing), Reynoso (Service Management), D'Andrea (Service Marketing), Huete, Wirtz, Zeithaml (Service Quality), Berry (A good service is no longer enough); Parasuraman (elements of excellence in service); Ken Blanchard, Strategic Service Management; Eiglier and Langeard, servuction; John Tschohl, service culture for competitiveness; Tom Peters	Theoretical Class	Summative Assessment

				<p>and Robert Watermann, Characteristics of Excellent Organizations; Ron Kaufman, Inspiring Service Culture; Héctor Zagal Arreguín, happiness, pleasure and virtue; Julian Etienne and Héctor Zagal, hospitality; Bob Brotherton, Hospitality and Tourism; Joseph Chías, marketing of tourist services; Lovelock, Reynoso, D'Andrea, Huete, Wirtz: Service Administration, Ch. 1</p> <p>MODULE: Service, Hospitality and news</p> <p>Triple Final Result</p> <p>Tangibles and Intangibles</p> <p>Cases (GE - IBM)</p> <p>Hospitality Management - Cases (McDonald's)</p> <p>Ritz (One week as a waiter)</p> <p>MODULE: The culture of service and hospitality - the human person</p> <p>Münch: the adoption of the values of the excellent person as a requirement for the construction and maintenance of an organizational culture oriented towards excellence in service and hospitality. Characteristics. Dimensions. People of excellence. Principles, virtues and values.</p> <p>MODULE: Enz: Strategic management in service and hospitality organizations.</p>		
		Know the basic concepts and the most important characteristics of service and hospitality.	Knowledge	<p>Introduction module</p> <p>Service: definitions and basic concepts.</p> <p>Hospitality: definitions and basic concepts. Etymology. Analogies between the domestic and work spheres. Characteristics of hospitality.</p>	Theoretical Class	Summative Assessment

				<p>Hospitality schools. Hospitality as a process (generalities). Hospitality as art. Service and hospitality: contribution of services to the economy. Service and hospitality: society. Héctor Zagal Arreguín happiness, pleasure and virtue; Julian Etienne and Héctor Zagal, hospitality; Bob Brotherton, hospitality and tourism</p> <p>MODULE: Political Framework Political Constitution of Colombia. Millennium Development Goals.</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>BA&S ILO07: 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 ILO08: Understand transformational leadership to improve organizations and human resource development.</p>					
BIBLIOGRAPHY	<ul style="list-style-type: none"> Enz, C. (2009). Hospitality Strategic Management: Concepts and Cases. Hoboken: Wiley. Lovelock, C., Reynoso, J., D'Andrea, G., Huete, L., Sánchez, C. (2011) Administración de servicios: estrategias para la creación de valor en el nuevo paradigma de los negocios. (Sánchez Carrión, M., Trad.). México: Pearson Educación. Münch Galindo, L. (2006) Más allá de la excelencia y de la calidad. México: Editorial Trillas. <p>COMPLEMENTARY LECTURES</p> <ul style="list-style-type: none"> Berry, L. (1996) Un buen servicio ya no basta! : Cuatro principios del servicio excepcional al cliente. (Hassan. A., Trad.). Barcelona Norma. Mattila, A., Enz, C. (2002). The role of emotions in service encounters. Journal of Service Research: JSR, Vol. 4(4), pp. 268-277. Lashley, C., Morrison, A., (2007) In search of hospitality: theoretical perspectives and debates. Oxford: Butterworth-Heinemann. Ritzer, G. (2007). Is hospitable hospitality?. Lashley, C., Lynch P. & Morrison A. (Eds.), Hospitality: a social lens (pp. 129-140). Oxford: Elsevier. 					

