

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

COURSE NAME AND CODE: **Service Management (962801)**

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	7			
NUMBER OF ACADEMIC CREDITS	2				
HOURS OF ACADEMIC WORK	96	CONTACT HOURS	32	HOURS OF INDEPENDENT/AUTONOMOUS WORK	64
LEARNING PREREQUISITES	<ul style="list-style-type: none">• Develop an analytical and practical vision about leadership and service management that allow you to project yourself as a leader attentive to generating benefits for people and organizations.• Identify and enhance skills as a leader to contribute to the achievement of the objectives of the organization and its collaborators through an environment of respect, motivation and well-being.• Identify and enhance leadership skills to solve doubts and conflicts within teams to maintain an internal state of excellence and well-being environments.• Identify and enhance skills as a leader to design and manage a culture of service management within organizations.				

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.					
SUSTAINABLE DEVELOPMENT GOALS (SDG)	SDG: 4. Quality					
COURSE DETAILS						
COURSE DESCRIPTION	This subject enhances in the student the analytical thinking of service administrators from an integrative strategic perspective focused on applying management and management models towards excellence in service at a national and international level, with the purpose of facilitating the start-up of a comprehensive Service Management, in accordance with the formulation of the strategic guidelines required by the context. The design of integrated operating systems, the design and management of service levels, the construction of a culture of service, the management of experiences and relationships with customers to achieve their long-term loyalty. Likewise, the integration of information systems to plan demand and growth, the appropriation of latest generation technologies, based on quantitative models of Service Management; become an important axis to ensure the effectiveness of Service Management now and in the future, ensuring excellence in Hospitality Management.					
KEY WORDS:	Service strategies, service management, strategic perspective.					
COMPETENCES DEVELOPED	EICEA ILOS or Program me ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO01 ILO02 ILO03 ILO05 BA&S ILO07	Create strategic solutions for the problems of service companies, at the right time and assuming the risk that this implies.	Skills	Management and Management Models in search of excellence in service at national and international level, in order to facilitate the implementation of a comprehensive Service Management, in accordance with the formulation of the strategic guidelines required by the context.	Theoretical Class	Formative Assessment

	BA&S ILO08	Formulate services that generate added value to the client, exceeding their needs and expectations.	Skills	<ul style="list-style-type: none"> - Design of integrated service operation systems. - Design and management of service levels. - Construction of a culture of service. - Management of experiences and relationships with customers to achieve long-term loyalty. - Integration of information systems and simulators to plan demand and growth, the appropriation of next-generation technologies, based on quantitative models of Service Management. 	Projects Based Learning.	Summative Assessment
	<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>ILO05: Business Analytics: Interpret data sets according to their different patterns, trends and scenarios using analytical tools that create value in organizations.</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"> • Fitzsmmons, J., Fitzsmmons, M., & Bordoloi, S. (2014). Service Management Operations, Strategy, information technology. New York: McGraw-Hill. • Harris, E. K. (2013). Customer service: A practical approach. Boston: Pearson. <p>LECTURAS COMPLEMENTARIAS</p> <ul style="list-style-type: none"> • Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2009). Marketing de servicios. México: McGraw-Hill. 					

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| | <ul style="list-style-type: none">• Deloitte. (2011). Shared Services Handbook Hit the road. Recuperado el 15 de enero de 2015, del sitio web: http://www2.deloitte.com/content/dam/Deloitte/dk/Documents/finance/SSC-Handbook-%20Hit-the-Road.pdf• ANDI. (2015). Guía de Implementación del Premio Colombiano a la Excelencia e Innovación de la Gestión 2015. Recuperado el 30 de enero de 2015, del sitio web: http://www.andi.com.co/SeccAnti/Julio/Memorias%20-%20Premio%20Nacional%20a%20la%20Excelencia%20y%20la%20Innovaci%C3%B3n%20en%20Gesti%C3%B3n%20(NEIG).pdf• Casos prácticos actualizados y complementarios, en publicaciones especializadas.• Papers actualizados en Journal of Service Management y Journal of Hospitality Marketing and Management y Journal of Service Theory and Practice. Casos, estudios y papers en las bases de datos de la Universidad de la Sabana.• Consulta en Ebsco Journal of Service Management, Isis , Goggle Academics, Benchmark y Euromonitor. |
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