

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

COURSE NAME AND CODE: The Art of Service (Case Studies) (962809)

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	8			
NUMBER OF ACADEMIC CREDITS	2				
HOURS OF ACADEMIC WORK	98	CONTACT HOURS	32	HOURS OF INDEPENDENT/AUTONOMOUS WORK	64
LEARNING PREREQUISITES	<ul style="list-style-type: none">• Know the importance of the act of value co-creation in service organizations.• Formulate effective, productive and profitable long-term links between the user and the service provider.• Distinguish the impact of quality management on clients and other stakeholders.• Formulate solutions to quality and service problems in accordance with the principles of quality management and application of quality approaches in different organizations.• Create strategic solutions for the problems of service companies, at the right time and assuming the risk that this implies.• Formulate services that generate added value to the client, exceeding their needs and expectations				

INTERNATIONAL COMPONENT	<ul style="list-style-type: none">• Vocabulary and technical language to communicate in different cultural contexts.• Intercultural challenges.• Research and/or projects with international and intercultural components.• 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 understand service as an art and a tool for innovation, with a vision of the artistic and beauty, which generates a unique and particular relationship with customers. As well as identifying and analyzing the key success factors of the service as an art, which makes companies differentiate themselves from their competition and succeed in the long term. Manage the empathic service that manages the specific needs of each client through differentiation strategies.					
KEY WORDS:	Service, Art of service, customer satisfaction.					
COMPETENCES DEVELOPED	EICEA ILOS or Program me ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO01 ILO02 ILO03 BA&S ILO07	To create innovative work teams that generate a differentiating service for the company.	Skill	International Cases 1. Walt Disney Co.: The Entertainment King.. 2. Employee Training & Development at Ritz-Carlton: Fostering an Exceptional Customer Service Culture. Modulo 2. Casos de Servicio Internacionales 3. Branding Service: The McDonald's Way. 4. Customer Centricity at Allianz: Marketing Orientation in a Service Industry. 5. Nordstrom: A Culture of Service. 6. Air India: Undoing Service Failure. 7. US Postal Service: Threats and Challenges. 8.Toyota: Service Chain Management.	Case Study	Formative Assessment

				<p>9. Samsung - Revolutionising customer service in India.</p> <p>10. Blue Mountain Resorts. The Service Quality Journey.</p> <p>11. Toronto Transit Commission. Service Quality and Customer Perception.</p> <p>12. My Moment Of Truth @ Cradle</p> <p>13. Singapore Airlines: Continuing Service Improvement.</p> <p>14. Amazon.com: Customer service champion.</p>		
	ILO01	To design the service as a unique, particular and essential relationship element that is key to competitiveness	Skill	<p>- Definitions of art, characteristics of an artist. Why is service an art?</p> <p>- Presentation of the case methodology.</p> <p>International Cases</p> <p>1. Walt Disney Co.: The Entertainment King..</p> <p>2. Employee Training & Development at Ritz-Carlton: Fostering an Exceptional Customer Service Culture.</p> <p>Modulo 2. Casos de Servicio Internacionales</p> <p>3. Branding Service: The McDonald's Way.</p> <p>4. Customer Centricity at Allianz: Marketing Orientation in a Service Industry.</p> <p>5. Nordstrom: A Culture of Service.</p> <p>6. Air India: Undoing Service Failure.</p> <p>7. US Postal Service: Threats and Challenges.</p> <p>8. Toyota: Service Chain Management.</p> <p>9. Samsung - Revolutionising customer service in India.</p> <p>10. Blue Mountain Resorts. The Service Quality Journey.</p> <p>11. Toronto Transit Commission. Service Quality and Customer Perception.</p> <p>12. My Moment Of Truth @ Cradle</p>		

				13. Singapore Airlines: Continuing Service Improvement. 14. Amazon.com: Customer service champion.		
	ILO01 ILO02 BA&S ILO07 BA&S ILO08	To know that the service is a unique, particular and essential relationship element that is key to competitiveness	Knowledge	International Cases 1. Walt Disney Co.: The Entertainment King.. 2. Employee Training & Development at Ritz-Carlton: Fostering an Exceptional Customer Service Culture. Modulo 2. Casos de Servicio Internacionales 3. Branding Service: The McDonald's Way. 4. Customer Centricity at Allianz: Marketing Orientation in a Service Industry. 5. Nordstrom: A Culture of Service. 6. Air India: Undoing Service Failure. 7. US Postal Service: Threats and Challenges. 8. Toyota: Service Chain Management. 9. Samsung - Revolutionising customer service in India. 10. Blue Mountain Resorts. The Service Quality Journey. 11. Toronto Transit Commission. Service Quality and Customer Perception. 12. My Moment Of Truth @ Cradle 13. Singapore Airlines: Continuing Service Improvement. 14. Amazon.com: Customer service champion. - Definitions of art, characteristics of an artist. Why is service an art? - Presentation of the case methodology.		
	BA&S ILO07	To identify service as a fundamental strategy in the creation of added value, with a high	Knowledge	International Cases 1. Walt Disney Co.: The Entertainment King..		

BIBLIOGRAPHY

- Walt Disney Co.: The Entertainment King. Michael G. Rukstad, David J. Collis y Tyrrell Levine. HBS, 2002.
- Employee Training & Development at Ritz-Carlton: Fostering an Exceptional Customer Service Culture. Debapratim Purkayastha. IBS Center for Management Research, 2014.
- Branding Service: The McDonald's Way. T Phani Madhav and Shastry Umashanker. IBS Case Development Center, 2004.
- Customer Centricity at Allianz: Marketing Orientation in a Service Industry . Saibene, C. SDA Bocconi, 2014
- Nordstrom: A Culture of Service. Nie, W. y Lennox, B. IMD, 2013
- Air India: Undoing Service Failure. Kumar, M. y Prashar, S. 2015,
- US Postal Service: Threats and Challenges. Rathore, R. y Chaudhuri, S. IBS Case Development Center, 2005.
- Toyota: Service Chain Management. Lee, H.; Peleg-Gillai, B. y Whang, S. Stanford Business School, 2005 .
- Samsung - Revolutionising customer service in India. Abhijeet Poddar. Amity Research Centers, 2017
- Blue Mountain Resorts. The Service Quality Journey. Fraser P Johnson; Mark Sheppard. Ivey Publishing, 2002.
- Toronto Transit Commission. Service Quality and Customer Perception. Jana Seijts; Dino Pupulin; Ken Mark. Ivey Publishing, 2012.
- My Moment Of Truth @ Cradle. Swati Soni and Sheenu Jain. Jaipuria Institute of Management, Jaipur, 2016.
- Singapore Airlines: Continuing Service Improvement. Todd Jick. Columbia CaseWorks, Columbia Business School, 2011
- Amazon.com: Customer service champion. Maseeha Syeda Qumer; Debapratim Purkayastha . IBS Center for Management Research, 2015