# Universidad de La Sabana

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

**COURSE NAME AND CODE: Theory On Quality and Service (81121)**
**PROGRAM:**

Bachelor of Business Administration (BBA)
Bachelor of Administration & Service (BA&S)
Bachelor of International Business (BIB)

Bachelor of International Marketing &
Logistics Administration (BIMLA)

**LEVEL OF STUDY:** Undergraduate Programme

| GENERAL ACADEMIC INFORMATION | | | |
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| **LATEST UPDATE** | 2020-2 | | |
| **ACADEMIC DEPARTMENT** | Service, Quality, and Hospitality | | |
| **SUBJECT TYPE** | Mandatory | | |
| **LANGUAGE** | Spanish | | |
| **SEMESTER** | Programme | Semester | |
| | BBA | 3 | |
| | BA&S | 3 | |
| | BIB | 1 | |
| | BIMLA | 6 | |
| **NUMBER OF ACADEMIC CREDITS** | 3 | | |

| HOURS OF ACADEMIC WORK | 144 | CONTACT HOURS | 64 | HOURS OF INDEPENDENT/AUTONOMOUS WORK | 80 |
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| LEARNING PREREQUISITES | • N/A |
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| INTERNATIONAL COMPONENT | • Vocabulary and technical language to communicate in different cultural contexts.<br>• Intercultural challenges.<br>• Courses linked to international challenges or projects with teams composed by both international faculty and students. |
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| SUSTAINABLE DEVELOPMENT GOALS (SDG) | SDG: 4. Quality Education |
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## COURSE DETAILS

| COURSE DESCRIPTION | This subject enhances in the student the acquisition of knowledge and analytical thinking typical of service administrators in the face of service and quality theories, co-creation of value with the objective that they are applied in organizations at a national and international level and achieve customer satisfaction and loyalty. |
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| KEY WORDS: | Service theories, quality theories, value co-creation, customer satisfaction. |
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| COMPETENCES DEVELOPED | EICEA ILOS or Programme ILOS | Course ILOS | Type | Content | Teaching and Learning strategy | Assessment Method |
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| | ILO01<br>ILO03 | Knows the theories of service and | Knowledge | 1. Theory of customer value management. Karl Albrecht | Theoretical Class | Summative Assessment |

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| | BA&S ILO07 | quality and their contributions to companies. | | 2. The moments of truth. Jan Carlzon. Differentiation through the service seven secrets - the wheel of fortune, Jaques Horovitz<br>4. Strategic vision of the service system. Basic and integrating elements. James Heskett.<br>5. Gap theory. The Servqual model. Zeithanl V. Berry L. and Parasuraman<br>6. The strategic management of the service. Reynoso J. Huete, Wirtz.<br>7. Inspirational service culture. Ron Kaufman.<br>8. Building customer relationships. Adrian Payne.<br>9. Perspective of value creation. Bo Edvardsson.<br>10. The Quality Loop<br>11. 14 points for quality. Edward Deming.<br>12. Theory of quality planning. Quality Trilogy. Joseph Juran.<br>13. Theory of total quality. Kaoru Ishikawa.<br>14. Quality costs. Armand V Feigenbaum.<br>15. Zero defects theory. Philip B. Crosby.<br>16. Theory of quality policies. Shigeru Mizuno.<br>17. The eight dimensions of quality. David Garvin. | | |
| | ILO01 | Distinguishes the models of quality and quality of service in the production of goods and services, as well as the application of these models in organizations | Skill | - Model of the three components Rust and Oliver.<br>- Model of Servqual, Servperf.<br>- Noriaki Kano Customer Satisfaction Model.<br>- Model of quality in the Grönroos service | Projects Based Learning | Formative Assessment |
| | ILO02 ILO03 BA&S ILO07 | Distinguishes the models of quality, and quality of service in the production of goods and services, and understand how to | Skill | - Model of the three components Rust and Oliver.<br>- Model of Servqual, Servperf.<br>- Noriaki Kano Customer Satisfaction Model.<br>- Model of quality in the Grönroos service. | Projects Based Learning | Formative Assessment |

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| | | apply these models in the real sector. | | | | |
| | ILO02 ILO03 BA&S ILO07 BA&S ILO08 | Formulates solutions to service and quality problems in goods and services through the use of basic tools for measuring quality and quality in service. | Skill | - Map of moments of truth (the duty cycle <br> - Report card <br> - The client's window; <br> - E-S-QUAL (Measurement of the quality of electronic services) <br> - The cause-effect diagram (Ishikawa diagram); Pareto. | Projects Based Learning | Formative Assessment |

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.

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.

BA&S ILO08: Understand transformational leadership to improve organizations and human resource development.

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| **BIBLIOG RAPHY** | • Aldana, L., Álvarez, M., Bernal, C., Díaz, M. (2010) Administración por calidad. Bogotá: Alfaomega Universidad de La Sabana.<br>• Cronin Jr, J. J., & Taylor, S. A. (1994). SERVPERF versus SERVQUAL: reconciling performance-based and perceptions-minus-expectations measurement of service quality. Journal of marketing, 58(1), 125-131.<br>• Edvardsson, B., Tronvoll, B., & Gruber, T. (2011). Expanding understanding of service exchange and value co-creation: a social construction approach. Journal of the academy of marketing science, 39(2), 327-339.<br>• Grönroos, C. (1984). A service quality model and its marketing implications. European Journal of marketing.<br>• Gutierrez,H. (2010). Calidad Total y Productividad. México: McGrawHill.<br>• James,P. (2000). La gestión de calidad total: un texto introductorio. Madrid: Prentice Hall. |

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- Matzler, K., & Hinterhuber, H. H. (1998). How to make product development projects more successful by integrating Kano's model of customer satisfaction into quality function deployment. Technovation, 18(1), 25-38.
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- Vallejo, G., & Sánchez, F. (2013). Servicio con Pasión: siente casos exitosos de servicio al cliente en América Latina. Bogotá: Norma.
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