

Liverpool John Moores University

Title: MANAGING SERVICE QUALITY
Status: Definitive
Code: **6001BUSOM** (108318)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Alex Douglas	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 24.00
Total Learning Hours: 120
Private Study: 96

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Individual Coursework	100.0	

Aims

*To assess the impact of quality on all types of service organization;
To provide knowledge and skills applicable to managing quality in service organizations;
To evaluate methods of managing quality in service organizations.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Explain the nature, characteristics and classification of services.
- 2 Critically evaluate service quality Models.
- 3 Critically evaluate various methods for measuring service quality.
- 4 Discuss strategic and operational management issues appropriate to services.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Essay	1	2	3	4
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Outline Syllabus

The nature of services;
Characteristics of services;
Classification of services;
Definition of quality for services;
Conceptual Service Quality Models;
Measuring Service Quality;
Strategy in Services;
Matching Supply and Demand in Services;
Field Service Management;
Customer Complaints, service recovery and continuous improvement;
Customer Defections;
Customer Satisfaction.

Learning Activities

Lectures and tutorials.

References

Course Material	Book
Author	Foster, S T
Publishing Year	2004
Title	Managing Quality
Subtitle	An Integrative Approach
Edition	
Publisher	Pearson/Prentice Hall
ISBN	

Course Material	Book
Author	Dale, B G
Publishing Year	2003

Title	Managing Quality
Subtitle	
Edition	
Publisher	Blackwell, Oxford
ISBN	

Course Material	Book
Author	Albrecht, K and Zemke, R
Publishing Year	2002
Title	Service America in the New Economy
Subtitle	
Edition	
Publisher	McGraw-Hill, New York
ISBN	

Course Material	Book
Author	Fitzsimmons, J A and Fitzsimmons, M J
Publishing Year	2007
Title	Service Management
Subtitle	
Edition	
Publisher	McGraw- Hill, New York
ISBN	

Course Material	Book
Author	Davis, M M and Heineke, J
Publishing Year	2003
Title	Managing Services
Subtitle	
Edition	
Publisher	McGraw-Hill, New York
ISBN	

Course Material	Book
Author	Van Looy, B, Gemmel, P and Van Dierdonck, R
Publishing Year	2003
Title	Services Management
Subtitle	An Integrated Approach
Edition	
Publisher	Prentice Hall, Harlow
ISBN	

Notes

This module builds on the foundations of LBSOM2091 Managing Quality. This Module offers you the opportunity to develop your Service Management skills to a

high level of competence so useful in today's service economy where competitive advantage can come from managing services well. This module is for those with an interest in improving quality and developing their own service management skills.

Assessment:

Coursework assignments to be submitted by Friday week 12 of semester two;
Formative assessment will be via multiple-choice quizzes for each learning outcome and will be posted on Blackboard.

Quality management field includes management methods and analytical techniques, whose subject is quality management. Concepts of quality in organizations are based, in principle, either on norms and standards (international, national or corporate) or on the concept of TQM (Total Quality Management). What is Quality Management. Quality management field includes management methods and analytical techniques, whose subject is quality management. Concepts of quality Quality management is the act of overseeing different activities and tasks within an organization to ensure that products and services offered, as well as. Quality Management. The act of overseeing different activities and tasks within an organization to ensure consistent delivery of products and services. Home Resources Knowledge Strategy Quality Management. What is Quality Management? created by quality gurus to manage quality of product and service in an organization. These practices have evolved over time to create sustainable sources of competitive advantage. New challenges faced by managers are addressed to improve organization's performance and future competition. In the total quality management form, it is a structured management system adopted at every management levels that focused on. When you're managing a project, the Triple Constraint is always foremost in your head. How can you control the scope, schedule and cost of the project? But there is a fourth concern that is just as important and is sometimes forgotten in the maelstrom of project management, and that is quality. It doesn't matter if you got the best project management tools, met every milestone and completed the project under budget if the deliverable didn't meet quality standards. That's why project quality management is so important. Quality Management (QM) is a key element of Project Management. It is a simple concept. It involves carrying out a project through its four phases (concept, development, execution, and finish) with zero deviations from the project specifications. The environment necessary to support this effort must focus on quality policies, plans, procedures, programs and specifications. This report identifies the key components that should be used to manage quality throughout the life of a project.