

THM-312 HOSPITALITY SERVICE CENTRE MANAGEMENT (02 Credit hrs)

PRE-REQUISITE

THM-304 Hospitality Operations

LEARNING OUTCOMES

On completion of the course the students will be able to:

1. Organizational behavior of service centres
2. Differentiation between products and services.
3. Use qualitative and quantitative methods for decision making.
4. Know the role of service protocols in Hospitality Sectors.

COURSE INTRODUCTION AND OBJECTIVES

The aim of this course is to provide students with the basic tools for planning and conducting management in service centers. It starts with a simple approach on how to serve guests and the implementing different strategies to manage service centres.

Module-1:

- Introduction, The metamorphosis of service

Module-2:

- The nature of service, service quality

Module-3:

- Understanding and engaging customers

Module-4:

- Service vision, service design, service encounter

Module-5:

- Service Marketing: Managing customer's experiences and relationships.

Module-6:

- Service Guarantees, Service Failure, Service recovery

Module-7:

- Managing and engaging employees in service organizations.

Module-8:

- Leadership for service organization.

ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements		Details
1.	Mid Term Assessment		It takes place at the mid-point of the semester
2.	Formative Assessment		It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment		It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

RECOMMENDED TEXT BOOKS & SUGGESTED READINGS:

1. Ph.D., R. J. S., & Chase, D. M. (2016). Hospitality Services (Fourth Edition). Goodheart-Willcox.
2. Ph.D., R. J. S. (2009). Hospitality Services: Food & Lodging (2nd ed.). Goodheart-Willcox.
3. Laws, E. (2004). Improving tourism and hospitality services.CABI.