

MODULE DESCRIPTOR

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|---|----------------------------------|--------------------------|--------------------------------|
| MODULE TITLE | Hospitality Service Excellence | | |
| Module Code | 44-7974-00S | | |
| Level | 7 | | |
| Credit Points | 15 | | |
| Indicative Assessment Components & Percentage Weightings | Coursework 30% Coursework 70% | | |
| Pre-Requisite Modules (if applicable) | None | | |
| Delivered according to Standard Academic Calendar | Long: 2 semesters | Short: 1 semester | Other delivery pattern: |
| YES | NO | YES | None |

1 MODULE AIMS

The aims of the module are to:

1. develop students' understanding of the concept and the utility of hospitality service excellence;
2. analyse and evaluate the usefulness and purpose of hospitality service excellence within the modern hospitality industry;
3. encourage research of the hospitality service excellence subject matter and literature;
4. analyse and evaluate strategies for achieving service excellence through resources both human and physical and appropriate business development and planning; and
5. enable students to take responsibility for their own learning by putting theory in to practice.

2 MODULE LEARNING OUTCOMES

BY THE END OF THE MODULE YOU WILL BE ABLE TO:

1. define service excellence in relation to the provision of hospitality products and services;
2. evaluate and analyse the hospitality service encounter in terms of its component parts;

3. analyse and evaluate areas for improved performance in hospitality organisations and benchmark quality in establishments for improvement and performance enhancement;
4. design quality into hospitality service functions using appropriate operations management techniques;
5. demonstrate an awareness of the role of productivity as a key element of service excellence in hospitality organisations and evaluate approaches to managing productivity in such organisations;
6. evaluate the success factors and key performance indicators of service excellence;
7. evaluate the use of accredited and non-accredited models for achieving service excellence; and
8. suggest strategies for overcoming service failure that will lead to service recovery

3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

A lecture, group meeting and seminar programme will be designed to allow the use of group discussion, industry specific case studies, video presentations, industrial visits and guest speakers on industry issues. Directed learning will include the use of electronic data bases and International Journals to supplement and augment classroom based learning.

The module will be assessed by two tasks an essay and a report.

ASSESSMENT STRATEGY AND METHODS

| Task No. | <u>TASK DESCRIPTION</u> | SI Code | Task Weighting % | Word Count / Duration | In-module retrieval available |
|-----------------|--------------------------------|----------------|-------------------------|------------------------------|--------------------------------------|
| 1 | Essay | CW | 30% | 2000 words | Yes |
| 2 | Report | CW | 70% | 3000 words | No |

4 INDICATIVE CONTENTS

- concepts of service excellence and performance;
- the service encounter
- strategies for excellence;
- design of excellence into operational systems, e.g., house of quality, quality function deployment;
- excellence through quality systems, accredited systems versus informal systems, quality awards. ISO 9000, EFQM and liP within the hospitality industry and benchmarking for competitive advantage;
- excellence through productivity management approaches;
- service failure and recovery
- the development of the human resource to achieve service excellence;
- using critical success factor approaches to achieve organisational excellence;

FURTHER INFORMATION ABOUT THIS MODULE

- **FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**
- **THIS INFORMATION CAN BE FOUND IN:**
 - Module Handbook
 - Module Blackboard site
- **NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR**

FINAL TASK

| | |
|---|-----------------|
| According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy) | Task No. |
| | 2 |

MODULE REFERRAL STRATEGY

| | |
|---|----------|
| Task for Task (as shown for initial assessment strategy) | Y |
| Single Referral Package for All Referred Students | N |

REVISIONS

| Date | Reason |
|-------------|-----------------------------|
| July 2012 | Assessment Framework review |
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