



COURSE DESCRIPTION

SEV3100 Service Management

1. Degree	Bachelor of Hotel and Relationship Management Bachelor of Tourism and Relationship Management
2. Year/semester	2 nd year 3 rd semester 3 rd year 5 th semester
3. Credits	10
4. Course instructor	Associate Professor Patrick Verde
5. Contact hours	50 hours
6. Course prerequisites	General study qualifications.
7. Learning goals	The course aims to familiarizing students with the concept of integrated service management. Upon completion of the course students should be able to identify possible causes of gaps in customer's perceptions of service quality. In addition students should also have learned management strategies for gaining, maintaining, and recovering service.
8. Course contents	<ul style="list-style-type: none">• Understanding the service process• Service quality and the relationship between the company's delivery and the customer's experience• Identifying service quality gaps• Technology and service management• Managing the "moment of truth"• Organising for service excellence• Service management in the future• Handling customer complaint behaviour and service recovery
9. Method of instruction	The course will be taught through lectures and in-class discussion. The students will also be asked to engage in a variety of classroom activities, including individual and group presentations. Students are required to invest considerable efforts in the learning

	process.
10. Assessment	Written take-home exam (one week) based on a group project counts 100% of final grade. An individual multiple-choice test must be passed in order to obtain a final grade.
11. Course syllabus	<p>Verde, Patrick, red. 2008. <i>Kompendium: Serviceledelse</i>. Oslo: Markedshøyskolen Campus Kristiania. Pages: ca. 200.</p> <p>Zeithaml, Valarie A., Mary Jo Bitner og Dwayne David Gremler. 2006. <i>Services marketing: integrating customer focus across the firm</i>. 4th ed. New York: McGraw-Hill/Irwin. ISBN: 978-0-07-124496-1. Pages: 708. Pris: 615,-.</p> <p><i>Kompendium : Serviceledelse</i> inneholder:</p> <p>Beatty, S. E. og B. E. Gupp. A Guide to Building a Customer Service Orientation. <i>Journal of retail banking services</i>, 11 (2):15. Pages: 7.</p> <p>Daniele, R. og A. J. Frew. 2004. From intermediaries to market-makers: an analysis of the evolution of e-mediaries. I <i>Information and communication technologies in tourism: proceedings of the International conference in Cairo, Egypt, 2004</i>, A. J. Frew (red.). Wien: Springer. Sider: 12 (546-557).</p> <p>den Hartog, Deanne N. og Robert M. Verburg. 2002. Service excellence from the employees' point of view: the role of first line supervisors. <i>Managing service quality</i>, 12 (3):159. Sider: 6 (159-164).</p> <p>Farrell, K. og F. W. Ryan. 1998. Yield management: a model for implementation. <i>Progress in tourism & hospitality Research</i>, 4(3):267. Sider: 11 (267-277).</p> <p>Froehle, Craig M., Aleda V. Roth, Richard B. Chase og Christopher A. Voss. 2000. Antecedents of new service development effectiveness: an exploratory examination of strategic operations choices. <i>Journal of service research</i>, 3 (1):3. Sider: 15 (3-17).</p> <p>Gilbert, D. C. 1996. Relationship marketing and airline loyalty schemes. <i>Tourism management</i>, 17 (8):575. Sider: 8 (575-582).</p> <p>Gursoy, Dogan, Chen Ming-Hsiang og Kim Hyun Jeong. 2005. The US airlines relative positioning based on attributes of service quality. <i>Tourism management</i>, 26 (1):57. Sider: 11 (57-67).</p>

	<p>Hansen, C. N. og K. Eringa. 1998. Critical success factors in yield management: a development and analysis. <i>Progress in tourism & hospitality research</i>, 4 (3):229. Sider: 16 (229-244).</p> <p>Hartline, Michael D. og O. C. Ferrell. 1996. The management of customer-contact service employees: an empirical investigation. <i>Journal of marketing</i>, 60 (4):52. Sider: 19 (52-70).</p> <p>Heskett, James L., Thomas O. Jones, Gary W. Loveman, W. Earl Sasser Jr og Leonard A. Schlesinger. 1994. Putting the service-profit chain to work. <i>Harvard business review</i>, 72 (2):164. Sider: 7 (164-170).</p> <p>Owen, Keith, Ron Mundy, Will Guild og Robert Guild. 2001. Creating and sustaining the high performance organization. <i>Managing service quality</i>, 11 (1):10. Sider: 12 (10-21).</p> <p>Parasuraman, A., Valarie A. Zeithaml, og Leonard L. Berry. 1985. A Conceptual Model of Service Quality and Its Implications for Future Research. <i>Journal of Marketing</i>, 49 (4):41. Sider: 10 (41-50).</p> <p>Stephens, Nancy. 2000. Complaining. I <i>Handbook of services marketing & management</i>, T. A. Swartz and D. Iacobucci (red). Thousand Oaks: Sage. Sider: 12 (287-298).</p> <p>Sutton, John, Constantinos Verginis, og Lars Ettvik. 2003. Empowerment and customer satisfaction strategies in multi-cultural hotel restaurant environments: the Dubai case. <i>Journal of foodservice business research</i>, 6 (3):77. Sider: 28 (77-104).</p> <p>Widmier, Scott. 2002. The effects of incentives and personality on salesperson's customer orientation. <i>Industrial Marketing Management</i>, 31 (7):609. Sider: 7 (609-615).</p> <p>Wirtz, Jochen og Robert Johnston. 2003. Singapore Airlines: what it takes to sustain service excellence - a senior management perspective. <i>Managing Service Quality</i>, 13 (1):10. Sider: 10 (10-19).</p>
12. Recommended reading	