

COURSE DESCRIPTION

SERVICE MANAGEMENT AND HRM

1. Bachelor degree:	BA Hotel and Relationship Management
2. Course:	Service management and Human Resource Management
3. Semester:	3rd semester
4. Credits:	10
5. Course co-ordinator:	Assistant Professor Kari Einarsen
6. Number of contact hours:	The lecturer is obliged to administer 50 contact hours with students.
7. Prerequisites:	None
8. Course description:	<p>Boundaries between service and product are about to be erased. Today customers look for events and value that are being offered. Regarding products, the important thing is what the customer gets out of these. Hence the products often serve as accommodators for customers to participate in the service production. Service is situations and processes where customers co-create or have services created for them by more competent people. The course will also deal with more traditionalist perspectives on service management yet at the same time present a solid element of how to work with these issues in a futuristic perspective. The course will focus on various areas like the customer's situation, needs and customers' processes. Furthermore, it focuses on how to develop customer supply as well as the nature of trade as well as focusing on the various roles held by the various players in the value creation in question. Another important focal point in the course will be the management of human resources in the service enterprises and how durable</p>

	<p>impact with competitive advantage is created. An important course topic is human resource management. Focusing on this will create durable competitive advantages. Discussed here are themes like management, the manager as guide, team building, coaching, authorising people, co-creating and improving, handling of phenomena of resistance, staff coaching, development of competence, competence development, the learning environment, recruitment, reward systems and culture.</p>
<p>9. Goals:</p>	<p>The course will familiarise students with the characteristics of service enterprises and what is meant by integrated service management. Moreover, the course will create an understanding for how to create customer value by understanding the customers in a genuine way. It will also be possible to identify reasons for gaps between customer expectations and experience and from this one should be able to suggest various measures of improvement. The course will also address the question of a necessary HRM in service enterprises. The students are also introduced to important areas within management that are important when an enterprise develops a customer oriented and committed culture with genuine customer focus, and where this focus creates genuine values for its customers. Another goal is to pass on knowledge to the students on how to organise the enterprise to obtain what is best known as service management.</p>
<p>10. Topice:</p>	<p>Service management as business logics Traditional ways of thinking New trends and perspectives Various models within service management Systems for value creation The service process Methods for the division of service The relationship between service supplier and</p>

	<p>customer process</p> <p>The service meeting- the moment of truth</p> <p>Customer assessment of service rendered</p> <p>The service purchase process</p> <p>Strategies to reinsure discontent customers</p> <p>Service quality</p> <p>What is service quality?</p> <p>Good vs vicious circles</p> <p>The gap model</p> <p>Practical quality work</p> <p>How to build a quality culture</p> <p>Service offer pricing</p> <p>Bundling and unbundling</p> <p>Price and cost carriers</p> <p>Computation</p> <p>Life cycle value</p> <p>Event pricing</p> <p>Value based pricing</p> <p>Service management as management perspective</p> <p>Professional management</p> <p>From group to team</p> <p>Counselling methodology and coaching</p> <p>Authorising people</p> <p>People from a holistic perspective</p> <p>"Branding" co-workers</p> <p>Management and ethics</p> <p>Organising for service management</p> <p>The role of employees in service enterprises</p> <p>Recruitment and the recruitment process</p> <p>Staff member coaching</p> <p>Competence development</p> <p>Personell and leader development</p> <p>Rewarding systems and their advantages and disadvantages</p>
<p>11. Teaching methods:</p>	

<p>12. Assessment (formative and summative):</p>	<p>Group exam (max 3 students) will count 40%. In addition an individual written exam will count 60 %</p>
<p>13. Compulsory literature (including pages and prize per book/compendium):</p>	<p>Boella, M. & Goss-Turner, S. (2005) Human Resource Management in the Hospitality Industry. An introduction Guide Elsevier Butterworth Heinemann, England, 350 sider, Kr 370,-</p> <p>Van Looy, B., Gemmel, P. & Van Dierdonck, R. (2003) Service Management. An integrated approach Prentice Hall, England, 474 sider, kr 480,-</p> <p>Kapitlene: 1, 2, 3, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19 & 21</p> <p>Articles will be handed out in class</p>
<p>14. Suggested literature:</p>	