



Name: Anna Luci Wymer

Submission Date: 11/10/2014



Organization: Admin Affairs & Graduate Education

**Course Catalog Update**

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Course Catalog Update Information:

STU0004

**Reference Number:** CCU007635

**Date:** 17-SEP-14

**Level:** 2.00 of 2.00

**Currently On The Worklist Of:** Catherine Hackney, chackne1

**Owner:** Office of Curriculum Services, 330-672-8558 or 330-672-8559, curriculum@kent.edu

<b>Basic Course Data</b>		
<b>Change type:</b> Establish		
<b>Faculty member submitting this proposal:</b> Aviad A Israeli		
<b>Requested Effective Term:</b> 201580		
<b>Campus:</b> Kent		
<b>College:</b> EH-Education, Health and Human Services		
<b>Department:</b> FLA-Foundations, Leadership and Administration		
<b>Course Subject:</b> HM-Hospitality Management		
<b>Course Number:</b> 53035		
<b>Course Title:</b> HOSPITALITY SERVICE QUALITY MANAGEMENT		
<b>Title Abbreviation:</b> HOSPITALITY SERV QUAL MGMT		
<b>Slash Course and Cross-list Information:</b> HM43035+HM53035		
<b>Credit Hours</b>		
<b>Minimum Credit/Maximum Credit:</b> 3 to 3		
<b>Contact Hours: Lecture - Minimum Hours/Maximum Hours:</b> 3 to 3		
<b>Contact Hours: Lab - Minimum Hours/Maximum Hours:</b>		
<b>Contact Hours: Other - Minimum Hours/Maximum Hours:</b>		
<b>Attributes</b>		
<b>Is this course part of the LER, WIC or Diversity requirements:</b> No		
<b>If yes, course attributes:</b> 1. 2. 3.		
<b>Can this course be repeated for credit:</b> No Repeat	<b>Course Limit:</b>	<b>OR Maximum Hours:</b>
<b>Course Level:</b> Graduate	<b>Grade Rule:</b> B-Standard letter	
<b>Rationale for an IP grade request for this course (if applicable):</b>		
<b>Schedule Type(s):</b> 1. LEC-Lecture 2. 3.		
<b>Credit by Exam:</b> N-Credit by exam-not approved		
<b>Prerequisites &amp; Descriptions</b>		
<b>Current Prerequisite/Corequisite/Catalog Description:</b>		
<b>Catalog Description (edited):</b> Tourism and hospitality are service industries. A significant element in these industries is management of the service encounters which will be the focus this course. In order to provide a comprehensive, inter- and multi-disciplinary view, the course will be constructed in three modules. The first module will present the characteristics and dynamics of the service encounter. The second module will focus on successful service encounters (service quality) and its outcome (customer satisfaction). The third module will present the dynamics of service failure and service recovery. The three modules of this course will provide an opportunity to understand the dynamics of the service encounter, to manage service quality and to learn how to identify service failure and plan for service recovery.		
<b>Prerequisites (edited):</b> Graduate standing		
<b>Corequisites (edited):</b>		
<b>Registration is by special approval only:</b> No		
<b>Content Information</b>		
<b>Content Outline:</b>		
Content Hours per Course	Topic Description	
Topic		

3	The roles of services in an economy
3	The nature of services
12	Module 1: Service strategy and the service encounter
12	Module 2: The main elements of the service encounter, service quality and customer satisfaction
12	Module 3: Service failure and service recovery
3	Presentations of group projects
<a href="#">Display/Hide Delimited Course Outline</a>	
<b>Total Contact Hours:</b> 45	
<b>Textbook(s) used in this course:</b> James A Fitzsimmons, Mona J Fitzsimmons. Service Management: Operations, Strategy, Information Technology, 6th Edition, ISBN-13 9780077228491	
<b>Writing Expectations:</b> Scenario analysis project: The students will be assigned to groups and will research a service encounter using a scenario analysis technique. Graduate student are required to submit a literature review to frame the scenario research.	
<b>Instructor(s) expected to teach:</b> Dr. Aviad A Israeli	
<b>Instructor(s) contributing to content:</b> Dr. Aviad A Israeli	
<b>Proposal Summary</b>	
<b>Explain the purpose for this proposal:</b>	
Purpose: The purpose of this proposal is to construct a course that will expose graduate and undergraduate students to the dynamics of service encounters. The service encounter is in the core of hospitality management and service management and this course will provide a comprehensive, inter- and multi-disciplinary view of the characteristics and dynamics of successful and unsuccessful service encounters. Graduate student will review the current literature of service quality and customer satisfaction. Graduate and undergraduate students will use a practical perspective to learn how to ensure service quality and generate successful service encounters with expected customer satisfaction. The course will also highlight the dynamics of service failure and service recovery which do not deserve enough attention in academic hospitality and service management education and practice. This course was previously offered as a graduate and undergraduate level special topics course. Given the course success, it is now being established as a regular course. Also, due the the topic importance, the course was elevated from the 30,000 to the 40,000 level. Learning outcomes: The student will gain familiarity with the service encounter process including service quality and customer satisfaction. The student will learn how which components are needed to ensure a successful service encounter. The student will learn how to identify potential service failures and how to offer service recovery. In-class activities: Presentation of service quality and service recovery scenario analysis. Out-of-class activities: Data collections of customer perceptions in scenarios of successful and unsuccessful service encounters.	
<b>Explain how this proposal affects program requirements and students in your unit:</b>	
No effect	
<b>Explain how this proposal affects courses, program requirements and student in other units:</b>	
No effect	
<b>Explain how this proposal affects enrollment and staffing:</b>	
No effect	
<b>Units consulted (other departments, programs or campuses affected by the proposal):</b>	
Not applicable	

**Comments (500 Character Maximum):**

NOTE: Please do not use the following restricted characters: (~ \* / \ --)





**Comments:**

Date	User	Comment
10/30/2014	Aviad A Israeli	No comments available.

**History:**

Date	User	Status
10/30/2014	Mark A Kretovics	Approved
10/30/2014	Aviad A Israeli	Submitted