

(Table 5.2) Course unit description for Services Management

Study program : Hotel Management and Tourism			
Type and level of studies: Undergraduate studies			
Course unit: Services Management			
Teacher in charge: Vladimir Senić, PhD			
Language of instruction: English			
ECTS: 8			
Prerequisites: N/A			
Semester: Winter semester			
Course unit objective			
<ul style="list-style-type: none"> Objective of this course is to explain fundamental concepts in management and marketing of services and point out the differences in managing service processes and manufacturing processes. 			
Learning outcomes of Course unit			
<ul style="list-style-type: none"> Introducing students to challenges related to: a) managing services and service processes and b) promoting service offers. Encourage service-oriented thinking among students as the future managers and development of adequate competencies for delivering excellent service and designing best service processes. 			
Course unit contents			
<i>Theoretical classes</i>			
Introduction to Services, The Gaps Model of Service Quality, Customer Expectations of Service, Customer Perceptions of Service, Listening to Customers through Research, Building Customer Relationships, Service Recovery, Service Innovation and Design, Customer-Defined Service Standards, Physical Evidence and the Servicescape, Employees Roles in Service Delivery, Customers Roles in Service Delivery, Managing Demand and Capacity, Integrated Services Marketing Communications, Pricing of Services, The Financial and Economic Impact of Service			
<i>Practical classes</i>			
Writing and presenting a term paper / discussing marketing case studies.			
Literature			
Zeithaml, V., Bitner, M.J., Gremler, D. (2012). <i>Services Marketing</i> . McGraw-Hill/Irwin			
Number of active teaching hours			Other classes
Lectures: 3	Practice: 2	Other forms of classes: /	Independent work: /
Teaching methods			
Course teaching will involve: a) traditional lecturing, b) promoting active involvement of students through class discussion, c) analysis of case studies, and d) individual and team based study activities.			
Examination methods (maximum 100 points)			
Exam prerequisites	No. of points:	Final exam	No. of points:
Student's activity during lectures	10	written examination	30
Term paper	15		
Presentation of the term paper	15		
Tests	30		
Grading system			
Grade	No. of points	Description	
10	91 – 100	Excellent	
9	81 – 90	Exceptionally good	
8	71 – 80	Very good	
7	61 – 70	Good	
6	51 – 60	Passing	
5	0 – 50	Failing	