

1. BASIC INFORMATION

Course	QUALITY MANAGEMENT AND CUSTOMER SERVICE
Degree program	Degree in International Management of Tourism and Leisure Companies
School	Social Sciences
Year	3º
ECTS	6 ECTS (150 Hours)
Credit type	Compulsory
Language(s)	English
Study mode	On-campus
Semester	S2
Academic year	2025/2026
Coordinating professor	Cesáreo Reyes Moreno
Professor	Javier Gómez Burzaco

2. PRESENTATION

The subject of Quality management and customer service is a part of the DINTERTUR degree and provides the skills and knowledge to manage the first steps in the quality process.

This course introduces the key concepts in managing quality and customer service in organizations. It also covers in-depth discussions of services, value creations, service strategy, and the issues related to the relationships with the customer.

This course also addresses topics to efficiency operating a service system, such as managing capacity and demand, and service quality management, providing students a complete and comprehensive view of the management of service organizations.

3. COMPETENCIES AND LEARNING OUTCOMES

Basic skills:

- CB2: Students must apply their knowledge to their work and vocation in a professional way and must demonstrate their skills in sustaining arguments and solving problems within their field of study.
- CB3: Students must be able to gather data, usually within their field of study, interpret it and make judgments and considerations on relevant social, scientific or ethical issues
- CB4: Students must be able to convey information, together with ideas, problems and solutions to a specialized or non-specialized audience.

Cross-curricular competencies:

- CT5: Capacity to apply knowledge, being able to use knowledge acquired in academic contexts in situations that resemble as closely as possible the reality of the chosen future profession.
- CT6: Oral and written communication skills: The ability to transmit and receive information, ideas, opinions and attitudes for the purposes of comprehension and action, oral communication involving speech and gestures, and written communication writing and/or graphics.

- CT9: Interpersonal relationships skills: Ability to interact positively with other people verbally and nonverbally, through assertive communication, defined as the ability to express or convey what you want, what you think or feel without inconvenience, assault or hurt the feelings of the other person.
- CT15: Responsibility: Ability to fulfill the commitments that the person reaches with himself and with others when performing a task and try to achieve a set of objectives within the learning process. Existing capacity in all subjects to recognize and accept the consequences of a fact freely done.

Specific competencies:

- CE3: Ability to identify and apply new trends in the management of tourism and leisure companies (leadership capacity, knowledge management, innovation management, etc.) to achieve greater professional development and business success in the industry, nationally and internationally.
- CE7: Ability to identify and apply innovation as a fundamental value for the management and administration of tourism businesses: identify trends, lead projects, manage knowledge and quality, support internationality, understand and apply the concepts of social and environmental responsibility, etc.
- CE8: Ability to master English professionally and have advanced knowledge of a second and third language.
- CE9: Ability to internalize the attitude of service and customer service as essential for the professional performance of activities in tourism and leisure.
- CE10: Ability to understand the dynamic and evolving nature of tourism and the new leisure society.
- CE11: Ability to know the operating procedure of the accommodation and food and beverage industry field.

Learning outcomes:

- LO1: Design of a quality management process in an international company
- LO2: Understanding of concepts related to quality and customer service in the business environment, especially in service companies.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
CB2, CB3, CB4, CT5, CT6, CT9, CT15, CE3, CE7, CE8	LO1: Design of a quality management process in an international company
CB2, CB3, CB4, CT5, CT6, CT9, CT15, CE9, CE10, CE11	LO2: Understanding of concepts related to quality and customer service in the business environment, especially in service companies.

4. CONTENT

Quality management in business

Quality systems: areas and typologies

The role of customer service in service companies

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Case method
- Cooperative learning
- Problem-based learning
- Master class
- Simulation environments
- Service-learning

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Learning activity	Number of hours
Master class	55
Guided work (tutoring, learning monitoring)	12,5
Student autonomous work	37,5
Student group work (group work, research, information search)	25
Other activities (external visits, conferences, etc.)	12,5
Asynchronous masterclass	7,5
TOTAL	150

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Assessment system	Weight
Works and reports	20%
Oral presentations	20%
Practical exercises	20%
Knowledge tests	40%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

If at least one assessment test is taken, the student can no longer be recorded as not having attended the course, but will be assessed with the corresponding grade.

For students taking face-to-face courses, it is compulsory to justify at least 50% of class attendance, as a necessary part of the evaluation process and to comply with the student's right to receive advice, assistance and academic monitoring by the teacher. The student's attendance to the session by means of Hyflex will not be counted as attendance to the session. Failure to accredit 50% attendance by the means proposed by the university will entitle the lecturer to grade the subject as a fail in the ordinary exam session.

In order to pass the course in the ordinary exam session, you must obtain a grade higher or equal to 5.0 out of 10.0 in the final grade (weighted average) of the course. The criteria for calculating the weighted average will be specified in the complete learning guide on the virtual campus. In order to find the average, it is essential to pass with at least a 5 in each of the categories of the evaluation system.

In the event that the above criteria are not met, and the weighted average of the grades of all the activities is greater than 4, the grade of 4 will be recorded.

7.2. Second exam period

If at least one assessment test is taken, the student can no longer be recorded as not having taken the course, but will be assessed with the corresponding grade.

In order to pass the course in the extraordinary call, you must obtain a grade higher or equal to 5.0 out of 10.0 in the final grade (weighted average) of the course.

In any case, it will be necessary to obtain a grade greater than or equal to 5.0 in the knowledge test section, so that it can be averaged with the rest of the activities. The criteria for calculating the weighted average will be specified in the complete learning guide on the virtual campus.

In the event that the above criteria are not met, and the weighted average of the grades of all the activities is greater than 4, the grade of 4 will be recorded.

In order to pass the subject in the extraordinary call, all the activities not carried out or not passed in the ordinary call must be done or presented, unless the teacher requests an additional specific work on the subject.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Activity 1	9th February
Activity 2	2nd March
Activity 3	23rd March

Activity 4	13th April
Activity 5	4th May
Final Work	18th May

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

The main reference work for this subject is:

- Camisón, C., Cruz, S. y González, T. (2011). *Gestión de la calidad: conceptos, enfoque, modelos y sistema*. Pearson Prentice Hall

Other recommended bibliography is:

- Alcaide, J. y Díez, M. (2019). *Customer Experience*. ESIC Editorial
- Ariza, F. y Ariza, J. (2021). *Comunicación y Atención al Cliente*. McGraw-Hill Interamericana de España
- González, J. y Cuatrecasas, L. (2017). *Gestión Integral de la Calidad: Implantación, control y certificación*. Profit Editorial
- Ovejero, J. L. M. (2019). *Tú habla, que yo te leo: Las claves de la comunicación no verbal*. Aguilar

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit (ODI) we offer support to our students throughout their university life to help them achieve their academic achievements. Other pillars of our action are the inclusion of students with specific educational support needs, universal accessibility on the different campuses of the university and the equalization of opportunities.

This Unit offers students:

1. Accompaniment and monitoring by providing personalized advice and plans to students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made, that is, at the level of methodology and evaluation, in those students with specific educational support needs, thereby pursuing equity of opportunities for all students.
3. We offer students different extracurricular training resources to develop various skills that will enrich their personal and professional development.
4. Vocational guidance by providing tools and advice to students with vocational doubts or who believe that they have made a mistake in choosing a degree.

Students who need educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.