

## 1. OVERVIEW

<b>Course</b>	Quality Management and Customer Service
<b>Degree</b>	Bachelor's Degree in International Tourism and Leisure Companies Management
<b>School/Faculty</b>	Social Sciences
<b>Year</b>	3
<b>ECTS</b>	6
<b>Type</b>	Compulsory
<b>Language(s)</b>	English
<b>Study mode</b>	Blended learning
<b>Semester</b>	S2

## 2. PRESENTATION

This subject is part of the DINTERTUR degree and gives the student the necessary skills and knowledge, in order to manage the first steps in quality processes.

This course introduces the key concepts for managing quality and customer service in organisations. It also covers in-depth discussions of services in general, service strategies, and the issues related to the relationship with the customer.

This course also addresses topics related to efficiency whilst operating a service system, such as managing capacity and demand, and service quality management, which will provide students with a complete and comprehensive view of service organisations management.

## 3. SKILLS AND LEARNING OUTCOMES

### Basic skills (CB, by their acronym in Spanish):

- CB2: Students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through learning how to elaborate and defend their arguments and resolve problems within their area of study.
- CB3: CB3 - Students possess the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific, or ethical issues.
- CB4: Students can transmit information, ideas, problems, and solutions to an expert and nonexpert audience.

### Cross-curricular skills (CT, by their acronym in Spanish)

- CT5: Ability to put knowledge acquired in the academic field into practice, in situations as similar as possible to the reality of the profession for which they are being trained.
- CT6: Oral and written communication skills: CT06 - Oral communication/written communication: ability to transmit, receive and understand data, ideas, opinions and attitudes, whether they are communicated orally through words and gestures or through writing and/or graphic support.
- CT9: Skills in interpersonal relationships: Ability to relate positively to other people through verbal and nonverbal gestures, through assertive communication, in other words, the ability to express or transmit what is wanted, what is thought or what is felt without bothering or hurting the other person's feelings.

- CT15: Responsibility: Ability to fulfil the commitments that the person has set for themselves and others when performing a task and try to achieve a set of objectives within the learning process. Ability to hold oneself accountable for any actions taken, and ability to respond to the consequences of their own actions in a rational and well thought out manner.

**Specific skills (CE, by their acronym in Spanish):**

- CE3: CE3 - Ability to identify and apply new trends in the administration of tourism and leisure companies (leadership ability for people management, knowledge management, innovation management, etc.) that allow you 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 companies: identify trends, lead projects, manage knowledge and quality, commit to internationality, understand and apply the concepts of social and environmental responsibility
- CE8: Ability to master English professionally and have advanced knowledge of a second and third language.
- CE9: Ability to internalise the attitude of customer service and general 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 leisure.
- CE11: Ability to know the operating procedure in the field of accommodation and restoration.

**Learning outcomes (RA, by their acronym in Spanish):**

- LO1: To be able to lay out a quality management process in an international company.
- LO2: To understand concepts related to quality and customer service in a business environment, especially within the service industry.

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

Skills	Learning outcomes (RA, by their acronym in Spanish):
CB2, CB3, CB4, CT5, CT6, CT9, CT15, CE3, CE7, CE8	LO1: To be able to lay out a quality management process in an international company.
CB2, CB3, CB4, CT5, CT6, CT9, CT15, CE9, CE10, CE11	LO2: To understand concepts related to quality and customer service in a business environment, especially within the service industry.

## 4. CONTENT

Quality management in business

Quality systems: areas and typologies

The role of customer service in service companies

## 5. TEACHING-LEARNING METHODS

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

- Case studies
- Collaborative learning
- Project-based learning
- Lectures.

## 6. LEARNING ACTIVITIES

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

### Blended learning

Learning activity	Number of hours
Lectures	30
Guided work (tutoring, feedback)	6
Student group work (group work, research, information research)	38
Self-directed study	76
<b>TOTAL</b>	<b>150</b>

## 7. ASSESSMENT

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

### Blended learning:

Assessment system	Weighting
Assignments and reports	30%
Presentations	10%
Practical exercises	30%
Formative evaluation	30%

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

## 8. BIBLIOGRAPHY

The set texts for this subject are:

- Camisón, C., Cruz, S. y González, T. (2011). Gestión de la calidad: conceptos, enfoque, modelos y sistemas. Madrid. Pearson Prentice Hall.
- Alcaide, J. y Díez, M. (2019). Customer Experience. Madrid. ESIC Editorial.

Potential secondary material:

- Davis, F. (2010). La comunicación no verbal. Madrid: Alianza editorial.
- Pine, B.J. y Gilmore, J.H. (1999). The Experience Economy: Work is theatre and every business a stage. Boston: Harvard Business School Press.
- Ries, E. (2013). El método Lean Startup: Cómo crear empresas de éxito utilizando la innovación continua. Barcelona: Deusto
- Schmitt, B. (2006). Experiential Marketing. Barcelona: Deusto
- Sicilia, M., Palazón, M., López, I. y López, M. (2021). Marketing en redes sociales. Madrid. ESIC Editorial.