

Module Title:	Customer Service Excellence	Level:	5	Credit Value:	20
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Module code:	BUS541	Is this a new module?	No	Code of module being replaced:	N/A
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Cost Centre(s):	GAMG	JACS3 code:	N211
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With effect from:	September 18
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School:	Business	Module Leader:	Jacqueline Hughes-Lundy
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Scheduled learning and teaching hours	30 hrs
Guided independent study	170 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
MBus Business	✓	<input type="checkbox"/>
BA (Hons) Business	✓	<input type="checkbox"/>
BSc (Hons) Digital Enterprise and Innovation	✓	<input type="checkbox"/>
BA (Hons) Hospitality Tourism and Event Management	✓	<input type="checkbox"/>
BSc (Hons) Business, Marketing and Consumer Behaviour	✓	<input type="checkbox"/>
BA (Hons) Business Development Management	✓	<input type="checkbox"/>

BSc (Hons) Financial Technology Management	✓	<input type="checkbox"/>
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Pre-requisites
None

Office use only

Initial approval: September 14

Date revised: July 2018 (added to FinTech proggmma) Version: 7

Module Aims
<ol style="list-style-type: none"> 1. To provide an introduction to the mastery of service in differing sectors of business activity in the public, private and third sectors 2. To understand the impact of the customer experience on differing business sectors 3. Complaint handling and the impact of social media 4. To be able to analyse customer feedback and trends

Intended Learning Outcomes
<p>Key skills for employability</p> <p>KS1 Written, oral and media communication skills</p> <p>KS2 Leadership, team working and networking skills</p> <p>KS3 Opportunity, creativity and problem solving skills</p> <p>KS4 Information technology skills and digital literacy</p> <p>KS5 Information management skills</p> <p>KS6 Research skills</p> <p>KS7 Intercultural and sustainability skills</p> <p>KS8 Career management skills</p> <p>KS9 Learning to learn (managing personal and professional development, self-</p>

management)			
KS10 Numeracy			
At the end of this module, students will be able to			Key Skills
1	Understand and define the roles of customer service	KS1	
2	Identify the expectations of customers within differing sectors of business activity and understand the methods of complaint handling, including social media	KS3	
3	Develop strong influencing and negotiating skills in order to develop strong professional relationships	KS2	
4	Evaluate and carry out reflective practice using case studies to develop customer-focused thinking	KS8	KS9
Transferable skills and other attributes			

Derogations

None

Assessment:

Indicative Assessment One: Will allow students to research customer service citing examples of good and bad practice. They will need to show an understanding of the origins of modern customer service and the different methods of training and outcomes. They will be expected to suggest ways in which standards of customer service can be improved. Practical and current examples should be used to illustrate.

Indicative Assessment Two: As a group, students will create a training package for front of house restaurant staff and implement the plan by means of a practical exercise in serving and handling customer complaints as part of a front of house team. They will need to understand each other's role, why the complaints arose and how to handle them satisfactorily.

Marks will be a combination of a group mark for the overall event and individual marks for the accompanying 1,500 word statement.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2	Report	60	N/A	2500-3000
2	3,4	Presentation	40	N/A	1500

Learning and Teaching Strategies:

This is built on the learning and teaching strategy of the department. The delivery of the module is based on 2 hour of lecture and 1 hour student-led seminar per week.

Some lectures will be provided to students digitally, a minimum of three working days before the classroom tutorials. Others will be provided on a face-to-face environment and others still during field trips. The classroom tutorials will facilitate interactive discussion and feedback on the lecture material which forms a basis for group work through practical exercises.

The lecture sessions will be designed to provide students with sufficient underpinning theory related to the module with a focus on actual examples to encourage independent exploration of the topic and personal reflection and application.

Students will be encouraged to contribute their own examples and identify elements of theory to develop and strengthen their own learning through interpretation and exposure to guest speakers from the sector.

There will be the opportunity for group discussions during tutorial sessions to explore the concepts of the lectures, introduce the notion of reflective thinking and develop team work skills and problem solving.

Practical development of learning and skills through delivery of an event will underpin the lectures and tutorials.

Syllabus outline:

1. Introduction to Customer Service Excellence
2. Communication including non-verbal
3. The guest experience
4. Practical examples of training practices in Customer Service
5. The art of complaint handling
6. Negotiating skills
7. Managing risk

Bibliography:

Essential reading

Laws, E and Thyne, E. (2005). *Hospitality, Tourism, and Lifestyle Concepts: Implications for Quality Management and Customer Satisfaction*, Binghamton: The Haworth Press, Inc.

Spector R. & McCarthy P.D. (2012), *The Nordstrom Way to Customer Service Excellence*. John Wiley & Sons.

Other indicative reading

Allen, J et al (2008), *Festival and Special Events Management*: Wiley Chichester

Bowden, G et al (2006), *Events Management*. 2nd edition Oxford: Elsevier Butterworth-Heinemann

Getz, D (2007), *Event Studies: Theory, research and policy for planned events*. Oxford: Elsevier Butterworth-Heinemann

Harrin E (2006), *Project Management in the Real World* BCS Swindon

Reid, R. and Bojanic, C. (2009). *Hospitality Marketing Management*, New Jersey: John Wiley & Son

Websites

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www.bighospitality.com

www.instituteofhospitality.org

www.conferenceandhospitalityshow.co.uk