

HSBV-380 : Advanced Principles of Service Management in Hospitality

This advanced-level hospitality and service management course incorporates philosophical and practical models of hospitality and service delivery systems in operations management. In order to prepare future managers and chefs on how to create a profitable "point of differentiation," the class will analyze the service delivery system from the conceptual development stages to the final measurement of guest satisfaction. The concepts of planned service-oriented organizational culture, practical and managerial frameworks, and performance measurement tools will be analyzed through the examination of case studies, literature review, and academic journal articles.

Credits 3