SUBJECT TEACHING GUIDE

785 - Management of Perceived Quality

Master's Degree in Business Administration
Master's Degree in Business Administration

Academic year 2024-2025

1. IDENTIFYING DATA					
Degree	Master's Degree in Business Administration Master's Degree in Business Administration			Type and Year	Optional. Year 1 Optional. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Professional Orientation Subjects				
Course unit title and code	785 - Management of Perceived Quality				
Number of ECTS credits allocated	2,5	Term		Semester based (2)	
Knowledge Field	Economic sciences, administration and business management, marketing, commerce, accountancy and tourism Economic sciences, administration and business management, marketing, commerce, accountancy and tourism				
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS
Name of lecturer	INNA ALEXEEVA ALEXEEV
E-mail	inna.alexeeva@unican.es
Office	
Other lecturers	

4. OBJECTIVES

Understanding the basics importants around the quality of the services. - Master the effective management of the gaps in the process of design, delivery and communication services. -Know designing a scale of measurement of the quality of an organization's services. -Learn to implement measures that will contribute to the improvement of the quality of an organization's services. -Knowledge of internal marketing affecting a good management of the team and its performance to the customer .
Introduction and general concepts on the UX (User Experience)
Introduction and general concepts on the EFQM system

6. SUBJECT PROGRAM

CONTENTS	
1	THEME 1 fundamentals of the quality of services 1.1 approaches of quality of services. 1.2 dimensions of the quality of the services 1.3 quality, satisfaction and loyalty services
2	THEME 2 gaps in the quality of services 2.1 knowledge gap 2.2 standards gap 2.3 provision gap 2.4 communication gap
3	THEME 3 modelling and measurement of quality of service 3.1. measurement of the quality of the Services alternatives 3.2 construction and interpretation of the SERVQUAL scale. Introduction. 3.3 internal Marketing in the quality of services 3.3 internal Marketing in the quality of services

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Description Group work	Work	Yes	Yes	40,00
Description Individual test of the subject	Written exam	Yes	Yes	50,00
Individual competences developed by students	Others	No	No	10,00
TOTAL				100,00

Observations

-Individual test: evaluation of the knowledge of the student using the test type.
-Teamwork: assessment of the content and the presentation of the group work.
-Individual competences: evaluation of the competences obtained by students.

Observations for part-time students

In the case of part-time students, the test consist of theoretical single test and practice of 100 percent of the subject.
Students enrolled on time partial be assessed with a written test and a practical individual work following the script established for the subject.

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

- Hoffman, K. y Bateson, J. (2002): Fundamentos de Marketing de Servicios: Conceptos, Estrategias y Casos, 2ª Edición, Thomson.
- Kaizen. Wellington, P. (1997). Editorial Mc Graw Hill. Cómo Brindar un Servicio Integral de Atención al Cliente.
- Horovitz, J. (1997)Edit. Mc Graw Hill. Madrid. La Calidad del Servicio. A la Conquista del Cliente.