

**The Hong Kong Polytechnic University  
Hong Kong Community College**

**Subject Description Form**

<b>Subject Code</b>	BHMH2146
<b>Subject Title</b>	Quality Management of Service Operations
<b>Level</b>	2
<b>Credit Value</b>	3
<b>Medium of Instruction</b>	English
<b>Pre-requisite / Co-requisite/ Exclusion</b>	Nil
<b>Objectives</b>	This subject provides students with the knowledge and skills required for quality management in service operations. It helps students develop a broad understanding of the concepts and theories of service quality management, and of the different frameworks for managing and improving service quality.
<b>Intended Learning Outcomes</b>	Upon completing of the subject, students will be able to: <ul style="list-style-type: none"> <li>(a) explain the concepts and dimensions of quality;</li> <li>(b) analyse common quality issues in the context of service management;</li> <li>(c) suggest quality management methods for running a service operation.</li> </ul>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p><b>Quality Concepts and Dimensions</b> Definitions of quality; Perspectives of quality; Approaches to quality management; Theoretical framework for quality management.</p> <p><b>Designing and Assuring Quality</b> Strategic quality planning; Voice of customer and market; Designing quality services; Managing supplier quality.</p> <p><b>Implementing Quality</b> Overview of lean production; Total quality control; Total quality management; Gaps and Service Quality model; ISO standards and process; Tools for service quality management and performance measurement; Balanced Scorecard; Management of quality teams.</p> <p><b>Improving the Quality System</b> Managing learning for quality improvement; Understanding quality</p>

	audits; Implementing and validating the quality system.																																															
<b>Teaching/Learning Methodology</b>	<p>Lectures will primarily focus on the delivery of a theoretical framework on quality management of service operations. Occasionally group discussions and in-class exercises may be arranged.</p> <p>Tutorials will provide students with the opportunities to explore further the concepts, theories, principles and enquiries arising from lectures and to apply the concepts and theories to real-life issues. Activities in tutorials will normally include student presentations, discussions of problems, case studies and video shows.</p>																																															
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<p>A variety of assessment tools will be used to develop and assess students' achievement of the subject intended learning outcomes.</p> <table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="3">Intended subject learning outcomes to be assessed</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> </tr> </thead> <tbody> <tr> <td><b>Continuous Assessment*</b></td> <td><b>50</b></td> <td></td> <td></td> <td></td> </tr> <tr> <td>▪ Test</td> <td>15</td> <td>✓</td> <td></td> <td>✓</td> </tr> <tr> <td>▪ Individual Assignment</td> <td>10</td> <td>✓</td> <td></td> <td>✓</td> </tr> <tr> <td>▪ Group Assignment</td> <td>20</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>▪ Participation</td> <td>5</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td><b>Final Examination</b></td> <td><b>50</b></td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td><b>Total</b></td> <td><b>100</b></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p><i>*Continuous assessment items and/or weighting may be adjusted by the subject team subject to the approval of the College Programme Committee.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in <b>both</b> the Continuous Assessment and Final Examination.</p>					Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed			a	b	c	<b>Continuous Assessment*</b>	<b>50</b>				▪ Test	15	✓		✓	▪ Individual Assignment	10	✓		✓	▪ Group Assignment	20	✓	✓	✓	▪ Participation	5	✓	✓	✓	<b>Final Examination</b>	<b>50</b>	✓	✓	✓	<b>Total</b>	<b>100</b>			
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▪ Participation	5	✓	✓	✓																																												
<b>Final Examination</b>	<b>50</b>	✓	✓	✓																																												
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<b>Student Study Effort Expected</b>	<b>Class contact</b>			<b>Hours</b>																																												
	▪ Lecture			26																																												
	▪ Tutorial			13																																												
	<b>Other student study effort</b>																																															
	▪ Self-study			52																																												
	▪ Continuous Assessment			39																																												
	<b>Total student study effort</b>			<b>130</b>																																												

<b>Reading List and References</b>	<b>Recommended Textbook</b>  Foster, T. S. (2017). <i>Managing Quality: Integrating the Supply Chain</i> . (6 <sup>th</sup> ed.), Prentice Hall.  <b>Reference</b>  Besterfield, D. H., Besterfield-Michna, C., Besterfield-Sacre, M., Besterfield, G. H., Urdhwareshe, H., & Urdhwareshe, R., (2015). <i>Total Quality Management</i> . (4 <sup>th</sup> ed.), Prentice Hall.  Evans, J. R., & Lindsay, W. M. (2011). <i>The Management and Control of Quality</i> . (8 <sup>th</sup> ed.), South-Western.  Johnston, R., & Clark, G. (2012). <i>Service Operations Management: Improving Service Delivery</i> . (4 <sup>th</sup> ed.), Prentice Hall.  Summers, D. C. S. (2009). <i>Quality Management: Creating and Sustaining Organizational Effectiveness</i> . (2 <sup>nd</sup> ed.), Prentice Hall.
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