

MODULE HANDBOOK



UNIVERSITAS NEGERI SURABAYA

Faculty of Social Science and Politic
Bachelor of Communication Science

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Module/Course	Student Workload	Credits	Semester	Frequency	Duration
Excellent Services and Hospitality / 7020103104	(3CU X 1.59 ECTS) X 28.49 = 135.89 Workhours	3 CU 4.77 ECTS	5 th / odd	Once Year	14 x meetings
1	Types of courses Lectures Structured, Assignments, Independent Study	Contact hours (3CU X 1,59 ECTS) X {(50:170') X 28,49 Workhour s= 39, 97	Independent Study (3CU X 1,59 ECTS) X {(60:170') X 28,49 Workhours = 47,96	Structured Study (3CU X 1,59 ECTS) X {(60:170') X 28,49 Workhour s= 47,96	Class size MAX 50 STUDENT
2	Prerequisites for participation (if applicable)				
3	Program Learning outcomes				
	PLO 1.A Promote an attitude of piety to God Almighty, love for the country, responsibility, and independence, as a reflection of the values of academic norms and ethics. PLO 2.A Apply logical, critical, and innovative thinking through the development of science and technology in their field of expertise.				

	<p>PLO 3.A Able to produce message content for various communication purposes using various types of communication channels both conventional channels and digital channels that are beneficial to society and in accordance with applicable legal norms, social norms, and ethics.</p> <p>PLO 3.B Able to have the ability to use communication technology to support the process of delivering messages in the field of marketing communication.</p> <p>PLO.4 A Able to develop the concept of rules and processes in communication strategies related to the field of marketing communication and media management.</p>
	CLO : <i>Students are able to understand the attitudes needed to demonstrate excellent customer service.</i>
4	<p>Subject aims/Content (learning objectives of the course/subject material)</p> <ol style="list-style-type: none"> 1. Students understand the lecture plan and discuss the lecture contract. 2. Learning objectives of Excellent Service and Hospitality. 3. Understand the position of customers, their important role in the industry, and types of customers. 4. Understand the difference between bad service, good service and excellent service. 5. Understand the attitudes that need to be done to show excellent service to customers. 6. Understand the basic concepts of excellent service and types of service. 7. Understand the Dimensions of Service and Service Standards. 8. Understand the basic concepts of Hospitality Management. 9. Understand the development and changes in the Hospitality Industry 10. Understand planning in hospitality industry management 11. Understand planning in hospitality industry management 12. Understand staff management arrangements in the Hospitality Industry 13. Understand the influence of excellent service on the development of the Hospitality Industry
5	<p>Teaching methods <i>Lecture Course, Case Study.</i></p>
6	<p>Assessment methods <i>Participation, Performance.</i></p>
7	<p>This module/course is used in the following study program/s as well -</p>
8	<p>Responsibility for module/course <i>Elective Course</i></p>

Other information (References)

1. Nigel Evans, Strategic Management for Tourism, Hospitality and Events.
2. Clayton W. Barrows, Introduction to Management in the Hospitality Industry.
3. Robert C. Ford, Managing Quality Service in Hospitality.