ROBERT GORDON UNIVERSITY ABERDEEN

MODULE DESCRIPTOR

Module Title

Service Sector Management

Reference	BS1000	Version	5
Created	April 2017	SCQF Level	SCQF 7
Approved	July 2006	SCQF Points	15
Amended	August 2017	ECTS Points	7.5

Aims of Module

To enable students to understand the underpinning management theory and practice within the service sector in national and international contexts and apply these to today?s changing business environment.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1	Describe management processes in the service sector industries.
2	Demonstrate professional knowledge of communication relevant to the service sector.
3	Evaluate and convey how management in the service sector interacts with the internal and external business environment.
4	Use management concepts specific to the service sector and apply these to practical examples.

Indicative Module Content

Professional communication within the service industries. The management process with reference to organisations in the service sector and the external environment. The commercial, political, economic, socio-cultural, technological and ecological factors influencing organisations. The principles of planning, organising, directing and controlling evident in effective service organisations. Management and allocation of resources, motivation, communication, performance

Module Delivery

This module consists of lectures with supportive seminars/tutorials, and student centred learning which takes the form of directed reading and independent research to support the tutorial work.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	33	33
Non-Contact Hours	117	117
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	There is one assessment with 100% weighting in this module.				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None in addition to course entry requirements or equivalent.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

1   BODDY, D., 2014. *Management: an introduction.* 6th ed. Harlow: Pearson Education Limited.

2   CAPRONI, P.J., 2010. *Management skills for everyday life*. New Jersey: Pearson Education.

3   PETTINGER, R., 2007. *Introduction to management* .4th ed. Basingstoke: Palgrave Macmillan.

4   PETTINGER, R., 2001. *Mastering management skills.* Basingstoke: Palgrave Macmillan.