UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Ingegneria
ACADEMIC YEAR	2021/2022
MASTER'S DEGREE (MSC)	MANAGEMENT ENGINEERING
SUBJECT	SERVICE QUALITY MANAGEMENT
TYPE OF EDUCATIONAL ACTIVITY	B
AMBIT	50368-Ingegneria gestionale
CODE	21674
SCIENTIFIC SECTOR(S)	ING-IND/16
HEAD PROFESSOR(S)	LUPO TONI Professore Associato Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	6
INDIVIDUAL STUDY (Hrs)	102
COURSE ACTIVITY (Hrs)	48
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	2
TERM (SEMESTER)	1° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	**LUPO TONI** Monday 11:00 12:00 Ufficio del docente. Per ricevimento in giornate e orari diversi inviare richiesta via email a toni.lupo@unipa.it

DOCENTE: Prof. TONI LUPO

PREREQUISITES	General knowledge on: probability distributions mean and variance
LEARNING OUTCOMES	Knowledge and understanding The student at the end of the course will have knowledge about the fundamental issues concerning the service quality management, particularly as regards to the Customer Satisfaction (CS) assessing, the design of the CS questionnaire and the related effectiveness evaluation, the executing of the data collection and processing phase so as to assess opportunities for the service quality improvement. Applying knowledge and understanding The student, at the end of the course, will be able to use the knowledge acquired to assess needs and opportunities for the performance improvement of a service, he/she will be able to develop a project aimed at the service quality analysis and improvement, to support arguments relating to the service quality. Making judgments The student will be able, by collecting the required data, to assess the quality of a service and to propose activities for its improvement, on the basis of the principles of service quality analysis as well technical guidance and tools acquired during the course. Communication skills The student will acquire the necessary tools to communicate and to express issues concerning the object of the course, to hold conversations on issues related to the service quality management and to propose solutions against service quality issues. Learning ability The student will have learned how to integrate the dealt topics in both economics and statistics courses on corporate issues and such a situation will allow him/her to continue studies with greater autonomy and discernment
ASSESSMENT METHODS	Two presentations of group projects and activities + one oral exam. The first presentation summarizes results of the scientific references review which are provided by the teacher at the course beginning. The second presentation summarizes main findings of the group project on the performance assessment of a service. Both presentations will seek to determine the possession of skills and abilities. The assessment is expressed in thirtieth and admission to the next exam is dependent upon the minimum score of 18/30. The oral exam consists of an interview to check if the Student has disciplinary skills and knowledge provided by the course; the evaluation is expressed in thirtieths. The questions, both open, semi-structured and specifically designed to test the results of learning provided and will tend to verify a) the knowledge captured, b) the processing capacity, c) to have adequate communicative capacity on the course contents. The assessment is expressed in thirtieth. The final evaluation takes into account both the score attributed to the two presentations and that of the oral exam and will be equal to the average of the three assessments. Excellent 30-30 and praise: very good knowledge of the topics, excellent language properties, good analytical abilities, the Student is able to apply acquired knowledge to solve proposed problems. 26-29 Very Good: good command of the topics, full language proprieties, the Student is able to apply acquired knowledge to solve proposed problems. 24-25 good: basic understanding of the main topics, discrete language properties, limited capabilities to independently apply acquired knowledge to solve proposed problems. Satisfactory 21-23: the Student has not fully mastered the main teaching subjects but he/she has knowledge, satisfactory language properties, poor ability to independently apply the knowledge acquired. Sufficient 18-20: minimum basic understanding of the major teaching and technical issues, very little abilities to independently apply the knowledge acquired.

	Insufficient: the Student does not have an acceptable knowledge of the contents of the topics covered in the teaching.
EDUCATIONAL OBJECTIVES	The student at the end of the course will have acquired knowledge and methods to address and resolve issues affecting the quality of services. In particular the evaluation of the Customer Satisfaction (CS), the design and the validation of a CS questionnaire, the data processing, as well as the assessing of opportunities for the service quality improvement. The student will be able to develop strategies for the service improvement with regard to the customer segmentation and service differentiation
TEACHING METHODS	Lectures, presentations of cases study and scientific researches, classroom exercises, preparation and presentation of group projects
SUGGESTED BIBLIOGRAPHY	T. Lupo: Appunti del corso; A. Passannanti: Gestione della qualita' nei servizi. Quaderni ORSA. ISBN 978-88-6217-010-9; Hayes, Bob E. – Misurare la soddisfazione dei clienti – Franco Angeli; Codice ISBN: 9788846424372; Zeithaml V.A., Parasuraman A.,Berry L.L. – Servire qualità – McGraw-Hill -2003. ISBN 8838608717; Jae-On-Kim. - Introduction to factor analysis. What it is and how to do it. Sage University paper (13) Series/number 07-013; Paul Kline. - An Easy Guide To Factor Analysis. Routledge. ISBN 978-0-415-094490-0

SYLLABUS

Hrs	Frontal teaching
2	Introduction articulation and examination methods
6	Quality in services (know and evaluate the requirements of a service)
6	Methodologies for measuring the service performance (conceptual models; direct and indirect methods for assessing customer expectations; other techniques for measuring performance)
6	The CS questionnaire (latent structure of the service; questionnaire design; validity and reliability)
6	Survey (sample size; management of the questionnaire and choice of sampling method)

Hrs	Practice
6	Non parametric and parametric statistical processing (fundamental techniques of multivariate data analysis)
8	Analysis of the reference scientific literature on quality assessment in services
4	Analysis of critical cases and questionnaire design
4	Validation of the questionnaire: applications
4	Screening and analysis of the data collected
4	Presentation of the results of the service performance evaluation; customer segmentation