

BU7100

Services Marketing



Course Aim The aim of this course is to introduce students to the importance of the service industry and the tools to effectively evaluate and improve service delivery in organizations.

Short Title
Faculty Business
Polytechnic Level
Credits 15
Pre-requisites BU6001 Or BSB5001 or BSB5000
Co-requisites Nil
Anti-requisites BSB6100

Version 1
Effective From September, 2016
Indicative NQF Level 7
Student Contact hrs 60
Self-directed hrs 90
Other directed hrs 0
Total learning hrs 150

Learning Outcomes On successful completion of this course, students will be able to:

- 1 Identify, illustrate and explain the service delivery process.
- 2 Analyse, evaluate and recommend service delivery improvements.
- 3 Work effectively in a team to evaluate and improve a service delivery system.
- 4 Demonstrate appropriate use of workplace skills and technology.

NQF Sub-strand
Theoretical
Understanding
Practical
Application of
knowledge
Generic, Problem
Solving and
Analytical Skills
Communication,
ICT, Numeracy