



# UNIVERSITY OF NICOSIA

## ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

<b>Course Code</b> THOM 410	<b>Course Title</b> Service Quality Management	<b>ECTS Credits</b> 6
<b>Department</b> Hospitality, Tourism and Sports Management	<b>Semester</b> Fall / Spring	<b>Prerequisites</b> Senior
<b>Type of Course</b> Major	<b>Field</b> Hospitality	<b>Language of Instruction</b> English
<b>Level of Course</b> 1 <sup>st</sup> Cycle	<b>Year of Study</b> 4th	<b>Lecturer(s)</b> Dr Melpo Iacovidou/ Yianna Orphanidou
<b>Mode of Delivery</b> face-to-face	<b>Work Placement</b> N/A	<b>Co-requisites</b> None

### Objectives of the Course:

The main objectives of the course are to:

- **Analyze** human needs and expectations in the achievement of satisfaction.
- **Deal** with complaints, remedies and prevention.
- **Articulate** the characteristics of service and a gap analysis between expectations and satisfaction.
- **Evaluate** a quality analysis, its implementation and consequences.
- **Merge** service and quality in order to achieve an effective application of service quality.
- **Develop and control** effective employee performance towards quality service.
- **Analyze** of ISO/BS standards of quality.

### Learning Outcomes:

After completion of the course students should be able to:

1. **Critically evaluate** the modern concepts and theories of quality management. (students should acquire Knowledge of quality theories available, describe the 'system view' that underlines modern quality management thinking)
2. **Identify** the factors that contribute to the continuous quality improvement process. (students should acquire knowledge to compare and contrast Deming's, Juran's, and Crosby's perception of quality of management and identify why commitment is an important variable in quality improvement initiatives)
3. **Explore** the concepts of Quality management and its application to the Hospitality and Tourism sector. (students should acquire knowledge and abilities in the ways in which services are unique in comparison with manufacture industry, and how the differences affect the management of service quality).

4. **Appraise** the various evaluation frameworks that exist. (students should acquire knowledge and be able identify the advantages of the 'servqual' instrument)
5. **Demonstrate** the relationships between quality management and human resource management. (students should acquire abilities in recognizing the importance of the human factor in implementing quality systems)
6. **Recognize** the role and significance of TQM with a strategic management context. (students should acquire knowledge and skills in planning of quality management process)

### Course Content:

- **A systematic approach to quality:** From Q to TQM, Developing and maintaining a total quality work ethos: Develop strategies, Quality standards, investor in peoples-6S-Six Sigma approach
- **Quality Business relationship:** A quality structure, A unique business environment
- **Squeezing the most from quality registration:** Setting up a quality system, standards and procedures Training and briefing, assessment
- **Performance measurements:** specific operating parameters, Quality line management
- **Quality audit:** Achieving results through the chain of command
- **Quality Improvement teams:** Hotel Action Teams-Quality support manager
- **A commitment to excellence:** Quality self assessment- Delivering a Quality Product, Extraordinary customer satisfaction ,Corrective action and continuous improvement
- **Quality through people:** Recipes for success, Inspection. Testing status of procedures and equipment
- **Changing culture-** Explain success stories of quality systems implementation, Making the choice.

### Learning Activities and Teaching Methods:

PowerPoint Lectures, workshop assignments, practical exercises, student presentations/assignments, mystery shopper activities

### Assessment Methods:

Students' PowerPoint presentations, assignments, exercises, Mid-Term exam, Final exam

### Required Textbooks/Reading:

Author	Title	Publisher	Year	ISBN
Martin, W. B.	Quality Service-What every Hospitality Manager Needs to Know	Prentice Hall	2002	0130930180

**Recommended Textbooks/Reading:**

Author	Title	Publisher	Year	ISBN
Kandampully, J., Mok, C. and Sparks, B. Martin, W. B.	Service Quality Management in Hospitality, Tourism and Leisure	The Haworth Press	2001	0789011417
	Providing Quality Service: What Every Hospitality Service Provider Needs to Know	Prentice Hall	2003	0130967459



**UNIVERSITY OF NICOSIA**  
**ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ**

<b>Course Code</b> THOM375	<b>Course Title</b> Casino Management	<b>ECTS Credits</b> 6
<b>Department</b> Hospitality , Tourism and Sports Management	<b>Semester</b> Fall / Spring	<b>Prerequisites</b> Senior
<b>Type of Course</b> Elective	<b>Field</b> Hospitality/Business	<b>Language of Instruction</b> English
<b>Level of Course</b> 1 <sup>st</sup> Cycle	<b>Year of Study</b> 3rd	<b>Lecturer</b> Yianna Orphanidou
<b>Mode of Delivery</b> face-to-face	<b>Work Placement</b> N/A	<b>Co-requisites</b> None

**Objectives of the Course:**

The main objectives of the course are to:

- Demonstrate broad-based skills including the application of casino specific management and leadership skills
- Demonstrate and understand fundamental accounting and financial management concepts of casino management
- Identify and develop the core concepts of customer service awareness and be able to provide a positive customer service attitude in all casino operations.
- Identify staffing needs within the organizational structure of typical gaming operations. Demonstrate a basic understanding of the law, the court system and procedure as they pertain to hospitality and casino concerns.

- Demonstrate the ability to use on-line resources to research and prepare written assignments.

### Learning Outcomes:

After completion of the course students will be expected to be able to:

1. **Demonstrate knowledge of the history of gaming.** ( students should be able to understand the evolution in the area of casino industry)
2. **Explain the relation of casino operations to the hospitality industry.** ( students should acquire knowledge of the importance of casino industry as a part of the hospitality)
3. **Analyse, evaluate and discuss several aspects, development and trends which have affected the gaming industry in recent years and which will continue to have an impact on the industry in the future.** (students should be able to generalise understanding in relation to the changes and trends that influence the industry)
4. **Identify future issues surrounding the gaming industry.** ( students will acquire the necessary knowledge and understanding be able to identify future developments and issue in gaming industry)
5. **Describe and demonstrate knowledge of the primary casino games: Black Jack, Baccarat, Roulette, Crabs, Poker, Keno** ( students would have the skills to understand basic rules and principles of casino games)
6. **Describe and analyse the role of the non-casino divisions (Food and Beverage, Accounting, Human Resources, Rooms Division, Marketing and Sales, Engineering and Maintenance, Security) to the overall success of the casino operation.** (students will have the skills and knowledge in identify the role of each position and department in a casino establishment)
7. **Discuss and analyse the economic impact of gaming to the local economies.** ( students should acquire knowledge and be able to critical analyse the impacts of casino for the local economy)
8. **Identify and discuss the primary social and cultural concerns regarding gaming.** ( students should be able to identity ,discuss and understand issues such gambling addition )
9. **Describe the organization, structure and the primary functional areas of casino operation.** ( students should be able to design an organizational chart for casino establishments)
10. **Identify and describe the role of the primary casino areas of Casino Marketing, Slot Marketing, Game Operations (Slots and Table Games) Casino Credit and Surveillance.** ( students should acquire knowledge in the role and significance of the primary casino sections)

### Course Contents:

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1. **Introduction to Casino Management:** Explain the casino industry environment, major casino destinations
2. **The History of Modern Gaming :** Involves the history of gaming from ancient times till our days, identify the revolution and also the cultural characteristics of gambling)
3. **Casino Organizational Structure:** An understanding of the different types of casino – independent or casino hotels, limited or full license.
4. **Gaming Regulation Controls :** Explain the legislation bodies evaluate and issue casino license , control measures
5. **Casino Cage, Credit and Collection:** Involves the major procedures of casino , cash management- credit policies and collection of money
6. **Slot Management:** Explain and identify how slot establishments operate – slot section as the most profitable area of the casino, how to increase participation and control profit margin
7. **Introduction to Table Games:** Explain different casino games such as Baccarat, Pai Gow, Poker ,Roulette, Dice, Blackjack and Keno
8. **Casino Marketing:** The importance of marketing, limitations based on legislation and jurisdiction laws.
9. **The economic, social and cultural impacts:** In depth understanding of the impacts of the casino industry – positive or negative

### Learning Activities and Teaching Methods

PowerPoint Lectures, assignments, practical exercises, student presentations/assignments

### Assessment Methods:

Students' PowerPoint presentations, assignments, exercises, Mid-Term exam, Final exam

### Required Textbooks/Reading:

Author	Title	Publisher	Year	ISBN
Kathryn Hashimoto	Casino Management: A Strategic Approach	Prentice Hall	2008	-10: 0131926721

### Recommended Textbooks/Reading:

Author	Title	Publisher	Year	ISBN
HASHIMOTO, K., KLINE, S. AND FENICH, G.,	Casino Management: Past, Present and Future.	Kendall/Hunt Publishing Company	1998	978-0787245184
<a href="#">Lincoln H. Marshall,</a> <a href="#">Denis P. Rudd</a>	Introduction to Casino and Gaming Operations	Prentice Hall	1999	978-0139795688
<a href="#">Univ. of</a>	The Gaming Industry:	Wiley	1996	978-

<a href="#"><u>Nevada, Las Vegas, William F. Harrah College of Hotel Administration International Gaming Institute</u></a>	Introduction and Perspectives			0471129271
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