Faculty of Commerce and Economics
School of Marketing

SERV3001
MANAGING PEOPLE FOR
SERVICE ADVANTAGE

COURSE OUTLINE
SESSION 2, 2006
1. COURSE STAFF

Following is the information of the lecturer-in-charge:

Lecturer, **Ms Theresa Teo**  
Mobile 0421 379 043  
Fax : 96631985  
Email: t.teo@unsw.edu.au  
Room: JG 323 John Goodsell Building  
Consultation time: 12pm – 1pm (Tuesday)

1.1 Communication with Staff

Things you need to note:

- Course materials will be placed on your e-learning site, **WebCT Vista**: [http://vista.elearning.unsw.edu.au](http://vista.elearning.unsw.edu.au)

- The WebCT Vista site will be updated weekly. It will be the means by which messages are sent to you, so please use the site regularly.

- Announcements concerning unexpected room changes and other important information will be posted on **WebCT Vista**. Make sure to access this information regularly – it is there to assist you.

- You are required to maintain contact with the lecturer and to be aware of any notices, advice or materials provided. Every enrolled student has a **UNSW e-mail address** (zID@student.unsw.edu.au) and, from time to time, the lecturer may contact you via your standard student email address. If you use another email account, you must make sure that your student emails are forwarded to this account – go to the **DisConnect** website for details on how to perform this function.

- The **WebCT Vista** site will also carry skeleton lecture slides, which you will need to download and bring to the lecture, where we will provide the information you need in order to complete the slides, as well as supplementary material.

- The two self-test assignments will be administered via **WebCT Vista**.

- You will also be able to use **WebCT Vista** for private planning sessions with your syndicate group (the lecturers will be able to see these discussions, although other students will not).

If you have any questions about the subject, please consult the lecturer. Failure to resolve issues in a timely manner may impair your progress.
2. INFORMATION ABOUT THE COURSE

2.1 Teaching times and Locations
Lecture: 9am – 10am @ Mat D
Tutorial for Group A: 10am - 11am @ Mat D
Tutorial for Group B: 11am - 12pm @ Mat D

2.2 Approach to learning and teaching

Each individual is unique and has different learning styles and preferences. Recognizing this need and for effective learning, we use role plays, case studies, video clips, etc. to create a close to real world environment that allows you to apply and practice the various concepts learnt in lectures.

In this course, you will have the opportunity to develop and showcase your problem solving skills, communication and interpersonal skills as you work with your fellow classmates during your class discussion, group assignments and role plays.

3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

This course is based on a customer service model in which customers are the focus and the strategy. The systems, people organisations and businesses would then interact to provide what internal and external customers need and expect.

In this course, you will learn how to manage people, ie. people at work and the people you serve, in a service industry. The course focuses on developing your problem solving, communication and interpersonal skills for dealing with challenging situations, eg. dealing with difficult customers or managing difficult staff. Learning how to manage your customers and staff only is not sufficient to survive in this highly competitive service industry. Therefore in this course, you will also be taught how to drive the staff to achieve exceptional customer service and staff performance.

3.2 Student Learning Outcomes

The learning outcomes are:

- Explain an encompassing view of customer service and importance of exceptional customer service.
- Discuss the design and implementation of customer oriented strategy and systems.
- Explain the concept that employee satisfaction equals customer satisfaction and outlines the factors that contribute to employee satisfaction.
• Examine the various leadership styles to be used to manage people of different personalities and at different situations.

• Evaluate the various psychological approaches used in motivating an individual.

• Understand the opportunities and challenges of group work and team dynamics.

• Evaluate all the various techniques in solving problems, enhancing creativity, helping in decision makings, resolving conflicts and handling customers in challenging situations.

3.3 Teaching Strategies

Lectures:

You are expected to attend all the lectures. Case study materials, video clips and key concepts will be highlighted during the lectures. All this will be examinable and therefore it is not advisable for anyone to miss the lectures.

The lectures are designed to help you understand the key concepts and the reference materials given for your independent study. You are also expected to apply these key concepts during the tutorials.

You can download the skeleton lecture slides provided at the WebCT and bring them to the lecture. During the lecture, you will be provided the information you need to complete the slides, as well as supplementary material.

Tutorials

You are required to attend at least 80% of the tutorial. Punctual attendance for the tutorial is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes, they may be refused final assessment.

The tutorials will be in the form of case studies, video discussion, role play and study group discussions. You are required to read up the reading materials provided during the previous week’s lecture for the tutorial discussions and actively participate in the class discussion. Participation points will be given according to your response to questions being asked by lecturer, involvement in class and team discussions.

Study Groups

In this course, you will be working and studying in groups as this is a key skill you will need when you manage people in your future workplace. At the same time, you will have the opportunity to develop and strengthen your communication and interpersonal skills in a safe environment before you enter the workforce.

Role Plays

Role plays will be used to reinforce that you have learnt during lectures, putting them into practice.
4. STUDENT RESPONSIBILITIES AND CONDUCT

4.1 Workload
It is expected that you will spend at least ten hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

4.2 Attendance
Your regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment.

4.3 General Conduct and Behaviour
You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class. More information on student conduct is available at: www.my.unsw.edu.au

4.4 Keeping informed
You should take note of all announcements made in lectures, tutorials or on the course web site. From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements
To pass the course, you have to:
- Achieve a 50% pass for the individual component of the whole assessment.
- Attend 10 (ie. 80%) tutorials and lectures as required by UNSW.

5.2 Assessment Details

Term Dates

<table>
<thead>
<tr>
<th>Session 2 (14 weeks)</th>
<th>24 Jul to 22 Sep</th>
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<tbody>
<tr>
<td>Mid-session recess</td>
<td>23 Sep to 2 Oct</td>
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<tr>
<td>Session 2 continues</td>
<td>3 Oct to 3 Nov</td>
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<td>Study Period</td>
<td>4 Nov to 9 Nov</td>
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<td>Examinations</td>
<td>10 Nov to 28 Nov</td>
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**Assessment Structure**

<table>
<thead>
<tr>
<th>Description</th>
<th>%</th>
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<tbody>
<tr>
<td>Participation</td>
<td>10%</td>
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<tr>
<td>Individual Assignments</td>
<td>35%</td>
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<tr>
<td>Group Assignments</td>
<td>25%</td>
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<tr>
<td>Final Examination</td>
<td>30%</td>
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<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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*Note:*

**Participation Marks:**

Your participation throughout the tutorial will be monitored. You are expected to actively participate in group discussion, class presentation and answering questions that have been posed during the class.

**Final Examination**

It would be a 2-hour paper comprising of 3 essay questions, covering from topics of week 2 to week 13.

5.3 Assignment Submission Procedure

See under the assignment section.

5.4 Late Submission

See under the assignment section.

5.5 Special Consideration and Supplementary examinations

UNSW policy and process for Special Consideration applies (see [https://my.unsw.edu.au/student/atoz/SpecialConsideration.html](https://my.unsw.edu.au/student/atoz/SpecialConsideration.html)). Specifically:

- Applications for special consideration (including supplementary examinations) must go through UNSW Central administration (within 3 working days of the assessment to which it refers) – applications will **not** be accepted by teaching staff;
- Applying for special consideration does not automatically mean that you will be granted additional assessment or that you will be awarded an amended result;
- If you are making an application for special consideration (through UNSW Central Administration) please notify your Lecturer in Charge;
- Please note: a register of applications for Special Consideration is maintained. History of previous applications for Special Consideration is taken into account when considering each case.
5.6 Assignment Format

A. Individual Assignment

Assignment Objective
This assignment is about managing yourself and people at work. It aims to help you discover your own personality and work style. By knowing yourself better, you can then help others achieve their maximum potential at work.

Part I: Interview A Working Professional
In this section, you are to interview a working professional, preferably someone who is leading a team (could be a manager or supervisor position). This working professional could be working for someone or an entrepreneur. Interview him/her on the following:

- What is his/her leadership style? How does he/she manage her staff?
- How has his/her leadership style change over the years? What is the biggest lesson he/she has learnt about managing people? What remedy action he/she has taken to overcome the problem?
- What is the most satisfying part about leading a team? Why?
- Are you inspired by him or her? If yes, what is it in him/her that inspired you the most? If not, why? How could you have done differently from him/her?
- What is the lesson(s) learnt from interviewing this person? Explain and cite examples to support your answer.

Report Requirements:
- Summarize your findings in **not more than 2000 words**
- Submit your report on 29 August 2006 during tutorial.
- See under *Assignment submission procedures for fulfilling of report requirements.

Part II: Self Assessment

a. **Discovering yourself, personality and leadership styles.**
You are to conduct a personality test of yourself. This section gives you an insight of your skills, interests and ability. You will be assessing yourself on the following:

- Personality Insights
- Values and Attitude Insights
- Motivation Insights
- Decision Making Insights

You are to summarize in not more than 500 words the type of personality you have. Further instructions will be given in the tutorial.
b. Discovering your work style

In this section, you will find out your learning style and determine how you usually interact with others in everyday situations. Through some tests, you will also identify your Emotional Intelligence on the following.

- knowing your feelings and using them to make important decisions
- being able to manage your feelings
- persisting in pursuit of your goals despite setbacks
- being sensitive to other people's feelings
- handling relationships with ease

Report requirements:

- For this section, you have to collect the data obtained in section a and b from your 4 other group assignment team members. Analyze their personalities. Critically assess and describe the type of leadership style you would adopt to best suit your team dynamics and move them to exceptional performance. In this report, you would have to justify your choice, giving reference to part I if it helps to support your answer. **This report should not be more than 1000 words.**
- Submit by **12 September 2006 during tutorial**. Late submission rule applies. Cite your sources for any additional reference materials you have obtained.
- See under *Assignment submission procedures for fulfilling of report requirements.

Part III: Assess Your Learning Experience

Submit an individual report on the following:

- In this section, you are to reflect upon your learning in this course. Submit a report evaluating how this course has helped you in knowing how to manage people better. You are expected to cite examples in this report. This individual report should not be more 1000 words.
- Submit on **31 October 2006 during tutorial**. Late submission rule applies.

*Assignment Submission Procedure

Deliverables:

- All reports must be type written in Arial fonts of size 12, 1.5 line spacing. Should the word count be 10% more or less than the required word count, it would still be acceptable.
- For Part II assignment, you must attach all your personality test results and team mates’ to support your report. Make sure they are all filed properly and not on loose sheets which may be lost in the midst of handling.
- The cover sheet found in the appendix 1 must be attached to your report.
- **An electronic copy of each report must be sent by 12pm** via email to t.teo@unsw.edu.au on the same day as the submission of the written reports.
B. Group Assignment

Assignment Objective

In a service industry, customer is the key to a business. Without them, there is no reason for existence of our business!

CUSTOMERS are integral part of your business. Understanding the difference between your external consumers (the people who use your company’s services) and your internal customers (the people whom are working with) can help to grow a business. It can also help you in becoming a more effective leader and your career too!

Yet there are people who say that your internal customers aren't your customers. They're the people who approve your budget and control your career. They prefer to eliminate the idea of internal customers altogether. They say everyone should focus on the connection between their work and external customers.

Why should you view the people who control your appraisal and promotions as your internal customers? Do you really believe that focusing on both internal and external customers is the key to your career success? How do you reconcile your different customers? What are your views? Justify your stand with concrete examples.

*Deliverables:*

a. **Group Work**

Evaluate the questions by preparing a research paper. You are to critically assess the implication of the above and state your views, applying it to a service industry. Complete the report of 10 - 12 pages in Arial Font, size 12 and 1.5 line space. Cite your sources for any additional reference materials you have obtained. Give concrete examples to support your answer.

*Assignment Submission Procedure*

- Form a group of 5 persons and select a team leader. Submit the names to the lecturer on the 2nd week of term. You are not allowed to change your group by week 5.

- **An electronic copy of each report must be sent by 12pm** via email to t.teo@unsw.edu.au on the same day as the submission of the written reports.

- The team leader is to compile neatly all the completed assignments of their team members in a folder. He/she has to ensure that the information in the cover page (found in the appendix 2) is duly completed and being attached to the respective reports. Submit the folder on the day of presentation, **31 October 2006 during tutorial**.
Presentation

You are given only 20 minutes to present your findings with visual aids during the class. It is compulsory for every team member to present. See the assessment criteria in the appendix. Cite your sources for any additional reference materials you have obtained.

Late Submission

- On equity grounds, assignments that are late (ie. without formal extensions) will have marks deducted at a rate of 10% of the total awarded per day.

- Understanding that there may be cases where extensions are necessary due to unexpected events, please make application prior to the due deadline via email to the lecturer. Unless you have received a letter of confirmation for extension, your deadline for submission would remain unchanged.

- No fax copy is allowed. Strictly there should be no delay in submission of assignments.
### 6. COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Wk No.</th>
<th>Date</th>
<th>Topic</th>
<th>References</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>25 Jul</td>
<td>Introduction to Managing People for Service Advantage</td>
<td>MP Chap 1</td>
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<tr>
<td></td>
<td></td>
<td>Who are the people?</td>
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<td></td>
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<td>• People we serve, ie. customers</td>
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<td>• People at work, colleagues &amp; staff</td>
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<td>2</td>
<td>1 Aug</td>
<td>Developing a customer centric organization</td>
<td>SIEC Chap 1</td>
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<td></td>
<td>• What is customer service?</td>
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<td>• What is the importance of customer service in our business?</td>
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<td>• How to achieve customer focus business, using a Customer Service Model?</td>
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<td>3</td>
<td>8 Aug</td>
<td>Understanding customers</td>
<td>SIEC Chap 2</td>
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<td></td>
<td></td>
<td>• Who are your customers?</td>
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<td>• What are their needs and expectations?</td>
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<td>• What are the benefits of exceptional customer service?</td>
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<td>• What are the costs of exceptional customer service?</td>
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<td>4</td>
<td>15 Aug</td>
<td>Understanding Your People at Work – The Importance of a Good Start</td>
<td>SIEC Chap 4</td>
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<td>• Who are the people you work with?</td>
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<td>• What is internal customer service?</td>
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<td>• What is the frontline Employee’s role?</td>
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<td>• Is employee satisfaction equals to customer satisfaction? Why?</td>
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<td>• What are the factors contributing to employee satisfaction?</td>
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<td>5</td>
<td>22 Aug</td>
<td><strong>Field Trip – Interview a Working Professional &amp; Self Assessment Work</strong></td>
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<td>6</td>
<td>29 Aug</td>
<td>Managing People at Work I – Moving your people to exceptional performance</td>
<td>SIEC Chap 5; OB Chap 4</td>
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<tr>
<td></td>
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<td>• What are the elements of exceptional performance?</td>
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<td>• How can you influence positive and negative attitudes and mindsets?</td>
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<td>• How to manage team dynamics?</td>
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<td>• What are the stages of group development?</td>
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<td><strong>Submission of Part I Individual assignment</strong></td>
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<tr>
<td>7</td>
<td>5 Sep</td>
<td>Managing People at Work II – Motivating your people for exceptional performance</td>
<td>OB Chap 6,7</td>
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<td></td>
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<td>• How do you motivate your staff or the people around you?</td>
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<td>8</td>
<td>12 Sep</td>
<td>Managing People at Work III – Dealing Different Personalities with Varying Leadership Styles</td>
<td>OB Chap 11, 12</td>
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<tr>
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<td>• What are the personal style and tendencies?</td>
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<td>• How to vary your leadership styles for different personalities?</td>
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<td><strong>Submission of Part II Individual Assignment</strong></td>
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<td>9</td>
<td>19 Sep</td>
<td>Developing your people communication and interpersonal skills</td>
<td>SIEC Chap 6 -8</td>
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<td>▪ How to communicate effectively to the people at work?</td>
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<td>▪ What are the verbal, non verbal skills that one should have?</td>
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<td>▪ How can you communicate effectively through telephone and electronic tools?</td>
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<td>26 Sep</td>
<td>Mid session Break</td>
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<td>10</td>
<td>3 Oct</td>
<td>Project Consultation</td>
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<td>11</td>
<td>10 Oct</td>
<td>Developing Your Problem Solving Skills</td>
<td>SEIC Chap 11</td>
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<tr>
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<td>▪ How to solve customer service problems?</td>
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<td>▪ What are the styles and thinking involved?</td>
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<td>▪ How do you resolve conflict?</td>
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<td>12</td>
<td>17 Oct</td>
<td>Achieving Exceptional Customer Service</td>
<td>SIEC Chap 12, 13</td>
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<td></td>
<td></td>
<td>▪ How to achieve exceptional customer service in challenging situation?</td>
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<td></td>
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<td>▪ How to deal with angry and problematic customers?</td>
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<td>▪ What are the customer complaint behaviors?</td>
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<td>▪ How do you resolve problems with recovery strategies, systems and procedures?</td>
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<tr>
<td>13</td>
<td>24 Oct</td>
<td>Developing Your Customer Resolution and Recovery skills</td>
<td>SL Chap 7, 8</td>
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<td></td>
<td></td>
<td>▪ How to strategize for service recovery?</td>
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<td></td>
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<td>▪ How to design service metrics?</td>
<td></td>
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<tr>
<td>14</td>
<td>31 Oct</td>
<td>Course Overview &amp; Project Presentation</td>
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<td></td>
<td>Submission of Group Assignment &amp; Part III Individual Assignment</td>
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</tbody>
</table>

References:
OB: Organizational Behavior – Robbins & Millet, 4th Edition
OBEA: Organisational Behavior – Experiential Approach by Kolb & Rubin
SIEC: Serving Internal & External Customers by Anne Swartzlander
MP: Managing People by Michael Riley
M&O: Managing & Organization – An Introduction to Theory & Practice by Clegg, Kornberger & Pitsis
SL: Service Leadership – The Quest for Competitive Advantage by Svafa Grondeildt & Judith Strother
7. ACADEMIC HONESTY AND PLAGIARISM

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For full information regarding policies, penalties and information to help you avoid plagiarism see: http://www.lc.unsw.edu.au/plagiarism/index.html

Plagiarism is the presentation of the thoughts or work of another as one’s own.* Examples include:

- direct duplication of the thoughts or work of another, including by copying work, or knowingly permitting it to be copied. This includes copying material, ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person’s assignment without appropriate acknowledgement;
- paraphrasing another person’s work with very minor changes keeping the meaning, form and/or progression of ideas of the original;
- piecing together sections of the work of others into a new whole;
- presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor; and,
- claiming credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed.†

Submitting an assessment item that has already been submitted for academic credit elsewhere may also be considered plagiarism.

The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does not amount to plagiarism.

Students are reminded of their Rights and Responsibilities in respect of plagiarism, as set out in the University Undergraduate and Postgraduate Handbooks, and are encouraged to seek advice from academic staff whenever necessary to ensure they avoid plagiarism in all its forms.

The Learning Centre website is the central University online resource for staff and student information on plagiarism and academic honesty. It can be located at:

www.lc.unsw.edu.au/plagiarism

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example, in:

- correct referencing practices;
- paraphrasing, summarising, essay writing, and time management;
- appropriate use of, and attribution for, a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre.

Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items.

* Based on that proposed to the University of Newcastle by the St James Ethics Centre. Used with kind permission from the University of Newcastle
† Adapted with kind permission from the University of Melbourne.
8. STUDENT RESOURCES

8.1 Course Resources

**Prescribe Text:**
Serving Internal & External Customers by Anne Swartzlander (Pearson Prentice Hall)

This text will be used extensively during this course. However, additional reading from the recommended texts is a must to supplement your understanding of the concepts covered during the lectures.

**Recommended Texts**
Managing and Organizations – An Introduction to Theory and Practice by Clegg, Kornberger & Pitsis (SAGE Publications)
Service Leadership – The Quest for Competitive Advantage by Svafa Grondeldt & Judith Strother (SAGE Publication)

**Other References**
Managing People by Michael Riley, (2nd edition, Butterworth Heinemann)
Interpersonal Skills for Hospitality Management by Mona Clark (Chapman & Hall)
Organizational Behavior – An Experiential Approach by Osland Kolb Rubin (7th Edition, Prentice Hall)
Organizational Behavior for Hospitality Management by Roy C. Wood (Butterworth Heinemann)

*Further reading to support the lecture program will be issued if necessary.*
8.2 Other Resources, Support and Information

Information about other services is available for students. This can be detailed either on a School website and referred to in the course outline or provided as in the example below.

The University and the Faculty provide a wide range of support services for students, including:

- **Learning and study support**
  - FCE Education Development Unit ([http://education.fce.unsw.edu.au](http://education.fce.unsw.edu.au))
  - UNSW Learning Centre ([http://www.lc.unsw.edu.au](http://www.lc.unsw.edu.au))
  - EdTec – WebCT Vista information ([http://www.edtec.unsw.edu.au](http://www.edtec.unsw.edu.au))

- **Counselling support** - [http://www.counselling.unsw.edu.au](http://www.counselling.unsw.edu.au)

- **Library training and support services** - [http://info.library.unsw.edu.au](http://info.library.unsw.edu.au)

- **Disability Support Services** – Those students who have a disability that requires some adjustment in their teaching or learning environment are encouraged to discuss their study needs with the Course Coordinator or the Equity Officer ([http://www.equity.unsw.edu.au/disabil.html](http://www.equity.unsw.edu.au/disabil.html)). Early notification is essential to enable any necessary adjustments to be made.

In addition, it is important that all students are familiar with University policies and procedures in relation to such issues as:

- **Examination procedures** and advice concerning illness or misadventure ([https://my.unsw.edu.au/student/academiclife/assessment/examinations/examinationrules.html](https://my.unsw.edu.au/student/academiclife/assessment/examinations/examinationrules.html))


9. CONTINUAL COURSE IMPROVEMENT

Periodically, students’ evaluative feedback will be gathered and used to help improve the quality of the course. Changes will be communicated to the subsequent cohorts of students.
SUBJECT CODE: SERV3001

SUBJECT NAME: MANAGING PEOPLE FOR SERVICE ADVANTAGE

LECTURER: THERESA TEO

DATE SUBMITTED: ____________________

TUTORIAL GROUP NO: ____________________

NAME OF STUDENT: ____________________

STUDENT ID : ____________________

PLEASE CONFIRM THAT YOUR ASSIGNMENT MEETS THE REQUIREMENTS (BY TICKING THE BOX) BEFORE SUBMITTING IT.

☐ The declaration has been read, signed and dated.
☐ A duplicated copy of the assignment has been kept by the students.
☐ The assignment has not been submitted previously for assessment in another unit.
☐ An electronic copy has been sent to lecturer’s email
☐ All other requirements as detailed in the course outline have been checked and compiled with.

ACADEMIC HONESTY
All forms of plagiarism and unauthorised collusion are regarded seriously and could result in penalties including failure and possible disciplinary action. If you are in doubt, please consult with the unit coordinator for further information or visit the course website for further information on academic honesty.

DECLARATION
I have read and fully understand the information at the course website concerning plagiarism. Except where appropriately acknowledged, this assignment is original work, has been expressed in our own words and has not been previously submitted for assessment.

_________________________     ____________________
SIGNATURE          DATE
Cover Sheet For Group Assignment

SUBJECT CODE: SER V3001
SUBJECT NAME: MANAGING PEOPLE FOR SERVICE ADVANTAGE
LECTURER: THERESA TEO

DATE SUBMITTED: ____________________
TUTORIAL GROUP NO: ____________________
TEAM NO: ____________________

PLEASE CONFIRM THAT YOUR ASSIGNMENT MEETS THE REQUIREMENTS (BY TICKING THE BOX) BEFORE SUBMITTING IT.

☐ The declaration has been read, signed and dated.
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<table>
<thead>
<tr>
<th>FULL NAME (STUDENT)</th>
<th>STUDENT ID</th>
<th>SIGNATURE</th>
<th>DATE</th>
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APPENDIX 3

Assessment Criteria
## Individual Assignments

<table>
<thead>
<tr>
<th>Assessment Criteria</th>
<th>Marks</th>
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</thead>
<tbody>
<tr>
<td><strong>Part I: Interview A Working Professional</strong></td>
<td>15</td>
</tr>
<tr>
<td><strong>Report</strong></td>
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<tr>
<td>• Clear summary, precise and address the question.</td>
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<tr>
<td>• Good insights to what the interviewee has to say.</td>
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<tr>
<td>• Able to express own thoughts in a clear and concise manner.</td>
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<tr>
<td>• Able to give reasons to support own view point.</td>
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<tr>
<td><strong>Part II: Self Assessment</strong></td>
<td>10</td>
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<tr>
<td><strong>Report</strong></td>
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<tr>
<td>• Clear summary, precise and address the question.</td>
<td></td>
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<tr>
<td>• Good insights to what the interviewee has to say.</td>
<td></td>
</tr>
<tr>
<td>• Able to express own thoughts in a clear and concise manner.</td>
<td></td>
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<tr>
<td>• Able to give reasons to support own view point.</td>
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<tr>
<td><strong>Part III: Assess Your Learning Experience</strong></td>
<td>10</td>
</tr>
<tr>
<td><strong>Report</strong></td>
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<tr>
<td>• Able to identify and be aware of the issues, interest and dilemma that arise. Aware of their own learning throughout the whole process.</td>
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<tr>
<td>• Able to reasons and support own view point.</td>
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## Group Assignment

<table>
<thead>
<tr>
<th>Group Presentation</th>
<th>10</th>
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<tbody>
<tr>
<td><strong>Group Presentation</strong></td>
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<tr>
<td>• Readiness and ability to defend own view point.</td>
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<tr>
<td>• Relevance of support materials used.</td>
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<td>• Presentation content (concise, clear in linking to concepts learnt, ability to evaluate on their findings.</td>
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<td>• Time Management</td>
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<tr>
<td><strong>Report</strong></td>
<td>15</td>
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<tr>
<td>• Evidence of critical thinking</td>
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<tr>
<td>• Use of theoretical frameworks, approach, logic, substantiation and insights in the evaluation.</td>
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<tr>
<td>• Relevance and practical.</td>
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</tbody>
</table>

**Important: Grades are strictly NON-NEGOTIABLE**