

**II. Class Room and Course Management**  
**Electronic Textbooks: Quite Often a Win-Win Decision**

**Required Reading**  
**STUDY.NET - (\*)**

**TOPICS**

Week	Required Reading	TOPICS
Week 1 – Tuesday January 6 <sup>th</sup>		Introduction, Commitment, Syllabus, Training Tapes Assignments
Week 2 – Tuesday, January 13 <sup>th</sup>	King/Cichy Chapters 1 → 3 Managing for Quality	Terminology, Historical Perspective, Characteristics-Principles (
Week 3 – Tuesday, January 20 <sup>th</sup>	Zeithaml Chapters 4 & 5 “Services Marketing”	Customer Perceptions and Expectations/Customer Driven Organ
Week 4 – Tuesday, January 27 <sup>th</sup>	HBS Article: “Building Your Company’s Vision”	Creating Quality Service Culture With True Leadership: Core P Values
Week 5 – Tuesday, February 3 <sup>rd</sup>	HBS Articles: 1. “Beyond The Hiring Practices” 2. “The Hiring Process - Attracting The Best People”	Creating A Quality Service Team: Position Descriptions, Intervu Recruiting/On-line, Executive Search, Psychological Testing
Week 6 – Tuesday, February 10 <sup>th</sup>	Proj. Mngt. & Review	Week 5 Carryover, Project Management: Gantt Charts Test 1 Review
Week 7 – Tuesday, February 17 <sup>th</sup>	** Test 1 **	<b>Test 1: Weeks 1 → 6 (Without Gantt Charts)</b>
Week 8 – Tuesday, February 24 <sup>th</sup>	Zeithaml Chapter 8 “Services Marketing”	Service Recovery/Handling Guest Complaints
SPRING BREAK: 1 <sup>st</sup> Week In March	<b>Have A Great Time !!!</b>	Leading Quality: Motivating, Empowering, Supervisor → Emplo Relationship/Boundaries
Week 9 – Tuesday, March 10 <sup>th</sup>	Handout: Inst. For Public Relations, “Crisis Management and Communications”	Crisis Management/Handling The Media
Week 10 – Tuesday, March 17 <sup>th</sup>	TBD	Team Work and Conflict Resolution Technique
Week 11 – Tuesday, March 24 <sup>th</sup>	TBD	Leading Quality: Motivating, Empowering and Retention, Actio
Week 12 – Tuesday, March 31 <sup>st</sup>	Proj. Mngt. & Review	Project Management: Request For Proposals Test 2 Review
Week 13 – Tuesday, April 7 <sup>th</sup>	** Test 2 **	<b>Test 2: Weeks 8 → 12 Including Gantt Charts and Action Pla</b>
Week 14 – Tuesday, April 14 <sup>th</sup>	TBD	Customer Feedback, Brand Quality Assurance, Malcolm Baldrig
Week 15 – Tuesday, April 21 <sup>st</sup>	TBD	Six Sigma Process ??, Call Center Quality Issues, The Experienc Brief Final Exam Review: Cumulative Overview
Final Exam: Tuesday, April 28 <sup>th</sup>	Cumulative Final Exam	Same Room; <b>12:30 PM → 2:45 PM ++ ??</b>

**(\*) – Frequent Quizzes at Outset of Class (Given 5 Minutes Early)**