

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	HTM2326
Subject Title	Creating Service Experience
Credit Value	3
Level	2
Pre-requisite/ Co-requisite/ Exclusion	Nil
Objectives	This subject is to understand the nature of service and the scope of service in the event and service industry. It presents an overview of the process of service experience in order to improve its quality and the interaction between service provider and customers. Students will learn how to measure and evaluate service experiences. Furthermore, students will learn how to design service experiences according to consumers' needs as well as the service providers' competencies.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to become:</p> <p>A. Competent Professional Students should be able to integrate and to apply in-depth discipline knowledge and specialized skills that are fundamental to functioning effectively as an entry-level professional (professional competence); understand the global trends and opportunities related to their professions (global outlook); and demonstrate entrepreneurial spirit and skills in their work, including the discovery and use of opportunities, and experimentation with novel ideas (entrepreneurship). In order to achieve this comprehensive learning outcome, assessments of both continuous assessment and final examination covering the extensive aspects of competent professional are implemented.</p> <p>B. Critical Thinkers Students should be able to examine and critique the validity of information, arguments, and different viewpoints, and to reach sound judgments on the basis of credible evidence and logical reasoning. As a training, students are encouraged to answer critical thinking questions during lectures and seminars, feedbacks about their thoughts will be given. Scenario questions with event/service background are in the mid-term test and final examination. During the assessment, students are required to think and provide solutions critically.</p> <p>C. Innovative Problem Solvers Students should be able to identify and define problems in both professional and day-to-day contexts, and produce innovative solutions to solve problems. The group project which requires students to examine current event/service organization is the task training students' innovative problem solving ability. In the project,</p>

	<p>students are asked to provide possible solutions to improve organization's service design, two assessments of innovativeness and feasibility are in the considerations of the group project grade. After the group project submission, students will see also the comments about their performance.</p> <p>D. Effective Communicators Students should be able to comprehend and communicate effectively in English, and Chinese where appropriate, orally and in writing, in professional and day-to-day contexts of service experience management.</p> <p>E. Lifelong Learners Students should be able to recognize the need for continual learning and self-improvement, and be able to plan, manage and evaluate their own learning in pursuit of self-determined goals in the service industry.</p> <p>F. Ethical Leader Students should have an understanding of leadership and be prepared to serve as a leader and a team player (leadership and teamwork); demonstrate self-leadership and psychosocial competence in pursuing personal and professional development (intrapersonal competence); be capable of building and maintaining relationship and resolving conflicts in group work situations (interpersonal competence); and demonstrate ethical reasoning in professional and day-to-day contexts (ethical reasoning) in the service industry.</p> <p>G. Socially Responsible Global Citizen Students should have the capacity for understanding different cultures and social development needs in the local, national and global contexts (interest in culture and social development) especially related to services management; and accept their responsibilities as professionals and citizens to society, their own nation and the world (social, national, and global responsibility).</p>
<p>Subject Synopsis/ Indicative Syllabus</p>	<ol style="list-style-type: none"> a. Introduction and Subject Overview b. Services Experience c. Service Culture d. New Trends in Managing Customer Experience e. Service Blueprint & Application f. Service Environment g. Experience Operation Manual h. Experience Design i. Design and Branding