

School / Faculty: Federation Business School

Course Title: ORGANISATIONAL RELATIONSHIPS

Course ID: BSHSP2001

Credit Points: 15.00

Prerequisite(s): (BSHSP1011)

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED Code: 080307

Grading Scheme: Graded (HD, D, C, etc.)

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	■	■	■	■
Intermediate	■	■	✓	■	■	■
Advanced	■	■	■	■	■	■

Learning Outcomes:

Knowledge:

- K1.** Compare and contrast the different theoretical approaches to product and service quality
- K2.** Describe the roles and responsibilities of management, supervisory and line staff in the provision of service quality
- K3.** Identify sources of information on current trends, innovations, consumer laws and industry schemes that may impact on quality service delivery
- K4.** Determine the manner in which the commercial context of the hospitality industry influences business relationships, agreements and quality service provision
- K5.** Explain the principles of negotiation, the stages in the negotiation process and the different techniques that can be applied
- K6.** Analyse the impact of contract law and other legal requirements on negotiations and agreements with customers

Skills:

- S1.** Develop, document, communicate and evaluate policies and procedures designed to enhance the management of quality service
- S2.** Formulate formal strategies for incorporating customer and staff feedback into the continuous improvement of quality service systems

Course Outline (Higher Education)

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- S3.** Evaluate the internal and external issues that affect professional relationships and business negotiations
- S4.** Recommend approaches to the negotiation of business agreements that maximize benefits to both the customer and the organization
- S5.** Plan activities and initiatives designed to nurture long-term relationships with customers

Application of knowledge and skills:

- A1.** Plan and conduct formal negotiations, using high-level communication and relationship-building skills, leading to mutually beneficial and commercially significant business to business agreements
- A2.** Develop and manage quality service systems that support the strategic and operational needs of the organization and its customers

Course Content:

Topics may include:

- Customers – external and internal
- Building and maintaining business relationships
- Contract law and formal agreements
- Communication and negotiation techniques
- Quality assurance, Total Quality Management & continuous improvement
- Measurement of customer satisfaction
- Industry accreditation schemes and codes of conduct
- Consumer protection laws

Values and Graduate Attributes:

This course will help students to develop values and attributes that will enable them to:

Values:

- V1.** Assist in business development through highly developed communication skills and the ability to balance stakeholder expectations
- V2.** Be valued highly by all stakeholders for their appreciation of the complexity involved in providing excellence in customer service

Graduate Attributes:

FedUni graduate attributes statement. To have graduates with knowledge, skills and competence that enable them to stand out as critical, creative and enquiring learners who are capable, flexible and work ready, and responsible, ethical and engaged citizens.

Course Outline (Higher Education)

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Attribute	Brief Description	Focus
Knowledge, skills and competence	Students will gain confidence from the opportunity to build on previous knowledge and skills in service quality	Medium
Critical, creative and enquiring learners	This course will provide knowledge and skills, and the confidence to use them in negotiating business agreements aimed at enhancing quality service.	Medium
Capable, flexible and work ready	Students will be able to add to the productive capacity of the economy by developing their ability to manage the provision of excellent customer service	High
Responsible, ethical and engaged citizens	This course will consider industry codes of conduct and their application in quality service	Low

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K5, K6 S3 - S5 A1	Conducting business negotiations	Presentation/Case Study/Role play	20 - 30%
K1 - K4 S1, S2 A2	Analysis of quality customer service systems	Essay/Report	30 - 40%
K1 - K6 S3, S4	Examination to assess attainment of required learning outcomes	Examination	40 - 50%

Adopted Reference Style:

APA