

COURSE OBJECTIVES (MSQ)

Managing for Service Quality (MSQ)

Monday 24th August-Friday 9th October 2009

Course Aim:

This course aims to introduce participants to the idea of managing for service quality and its related concepts.

Course Objectives:

By the end of the course, participants should be able to:

- Define the concept of managing for service quality.
- Measure and monitor service quality in their own organisation.
- Apply performance indicators to their library and information services.
- Understand the concept of Total Quality Management.
- Benchmark library and information services.
- Improve quality of their own library and information services.
- Understand the costs involved in managing service quality.
- Explore the importance of customers in relation to quality.
- Market quality services.
- Maintain the quality of their library and information services, with a view to achieving service excellence.
- Engage with fellow participants in discussing issues connected with managing for service quality.

The course will typically involve:

1. Receiving thirty email communications (approximately one per day over six working weeks) via the e-folio jiscmail discussion list at: FOLIOz Maitalk list at: <http://www.mailtalk.ac.uk/cgi-bin/webadmin?A0=folioz>
2. Compiling a portfolio recording personal activity and participation for submission to the course facilitator.
3. Email interaction with “buddies” in connection with tasks and exercises (average one task per week) for those following the group-supported route.
4. Reading an average of one or two briefings per week.
5. Completion of a course evaluation form.