

Study program: Service Business Management				
Subject name: Competitiveness and Service Quality				
Lecturer: Čedomir Ljubojević, Ph.D. (ljubojevic@mbs.edu.rs)				
Subject status: Obligatory				
ECTS: 8				
Prerequisites: -				
Subject objectives The goal of the subject is to teach students necessary theoretical knowledge to understand the core of the role of quality service in the market competition and economy as a whole. The content of the subject treats intertwine of quality services management as well as company and its products competition. The goal is to introduce students to the key areas of competition necessary for successful managers of business processes quality and strategic management. The goals of the course are realized through the integration and knowledge synthesis, through the application in case studies, through the quality promotion and competition with a holistic approach to quality and their impact on business, organization, nations and individuals.				
Subject outcomes The concept of the subject is to enable students to acquire necessary knowledge about the content and character of the competition and services quality process, the balance of processes and goals, rules and standards with concrete conditions and problem definitions.				
Subject description <i>Assignments:</i> Modern concept of company and economy competition. Services quality and market challenges. Competition through services. Realizing competitive advantage in services. Resources and the methods of maintaining services through deficiencies removal. The improvement of services to better competition advantage. Services improvement (Total quality service management). Development strategies and the implementation of information systems in TQM quality; The methods and tools management of the overall quality in service branches. Quality services management and strategic positioning. Quality management and innovations. Realizing and maintaining of competition advantage through leadership. <i>Practical:</i> Consolidation, discussions, case studies.				
Material Gustafsson, A.,M. D. Johnson (2006) <i>Natjecanje u uslužnoj ekonomiji – Kako stvoriti konkurentskuprednost kroz razvoj usluge i inovaciju usluge</i> , MATE, doo. Zagreb. Nikezić, S. (2015). Rukovođenje i upravljanje ukupnim kvalitetom u uslovima konkurentnosti, Udruženje menadžera Srbije. Nikezić, S., Kijevčanin, V. (2010). Menadžment novim projektima, Centar za strateška istraživanja nacionalne bezbednosti, Beograd. Edvardsson, B., B. Thomasson, J. Ovretveit (1994) <i>Quality of Service – Making it Really Work</i> , McGraw-Hill, Berkshire. Gronfeldt, S., J. Strother (2006) <i>Service Leadership, The Quest for Competitive Advantage</i> , SAGE, London. Conti, T., Y. Kondo, H.G. Watson (2003) <i>Quality into 21st Century, Perspectives on Quality and Competitiveness for Sustained Performance</i> , International Academy for Quality, Milwaukee. Porter, E. (2004) <i>Competitive Strategy: Techniques for Analyzing Industries & Competitors</i> , Free Press,N.York				
Total number		Courses: 3x15=45	Practice: 3x15=45	
Teaching methods Teaching, Case studies, Discussions, The analysis of the current market developments.				
Grade (maximum number of points 100)				
Pre-exam assignments		points	Final exam	points
course activity		20	written exam	-
practice		10	oral exam	40
test		20	
essay		10		