

**MINISTRY OF HIGHER EDUCATION, SCIENCE AND INNOVATIONS OF
THE REPUBLIC OF UZBEKISTAN**



**SYLLABUS
ON THE SUBJECT OF SERVICE ACTIVITIES
for main session**

Field of knowledge: 1000 000 - Services

Field of education: 1010 000 - Service sector

Course of Study: 61010200 - Organization nutrition for residents and
tourists

SAMARQAND – 2024



**Module / course syllabus
Service fakulty**

**61010200 – Organization nutrition
for residents and tourists**

Subject title:	Service activities
Subject type:	Mandatory
Subject code:	SERF13408
Year:	2
Semestr:	3-4
Form of education:	Main shift
Form of classes and hours allocated to the semester:	240
Lecture	60
Practical training	60
Labaratory training	-
Seminar	-
Independent study	120
Credits:	4
Assessment form:	Exam
Language:	English

Subject purpose (SP)	
SP1	The purpose of teaching the subject is to form students' understanding of services, technology and its impact on the service sector, management in the service sector, management of service systems, and the formation of knowledge, skills and competences in services.

Necessary basic knowledge for mastering science	
1.	PE&E 1204 Professional ethics and etiquette
2.	S&H 1204 Sanitation and hygiene
3.	BD&HE 1308 Basics of diet and healthy eating

Educational results (ER)	
	In terms of knowledge:
TN1	Students should have imagination about the importance of service activities in the socio-economic life of the country and development trends; classification of service activity and description of main services; adaptive-dynamic descriptions of service activities; quality of services, safety and entrepreneurial features in the service sector; management of service industry enterprises; information technologies in service activities.
TN2	Students should know and be able to use choosing the right forms and types of customer service; provide high-level service to consumers in the contact area; being able to correctly determine the quality and safety of services; rapid

	management of production at the service enterprise; personnel management; ability to interact correctly with service users.
	In terms of skills:
TN3	Students should have the following skills; the historical development of service activity and the features of its formation in the period of post-industrial society, correct analysis of service activity contradictions; determining the place of service activity in economic practice; implementation of innovations in the services sector; organization of quality and safe service to consumers; analysis of service enterprise management processes.

Subject content		
Form of training: lecture (L)		hour
Semester 3		
L1	Concept, importance and development prospects of service activity	2
L2	Service activities and services in modern society	2
L3	Contradictions of service activities	2
L4	Organization of catering services	2
L5	Touristic services	2
L6	Globalization of services	2
L7	Forms and methods of service and service to consumers in the communication zone	2
L8	Transport services	2
L9	Hotel service	2
L10	Creating a competitive advantage	2
L11	Service culture	2
L12	Classification of services and service activities	2
L13	Table service	2
L14	Service staff of restaurants	2
L15	Service system of restaurants	2
Total:		30
Semester 4		
L16	Service types in restaurants	2
L17	Organization of customer service in catering establishments	2
L18	Bar service	2
L19	Organizational structure of the service enterprise	2
L20	The essence of labor resource management	2
L21	Organization of banquet services	2
L22	Features of production management of service enterprise	2
L23	Services positioning and marketing	2
L24	Famous restaurant chains of the world	2
L25	Special forms of service in restaurants	2
L26	International standards of customer service	2
L27	Service development principles and process	2
L28	Organization of catering and outsourcing service	2
L29	Information technologies and systems in a service enterprise	2
L30	Fields of using technologies in the service sector	2
Total:		30

Form of training: practical training (P)		
Semester 3		
P1	Concept, importance and development prospects of service activity	2
P2	Service activities and services in modern society	2
P3	Contradictions of service activities	2
P4	Organization of catering services	2
P5	Touristic services	2
P6	Globalization of services	2
P7	Forms and methods of service and service to consumers in the communication zone	2
P8	Transport services	2
P9	Hotel service	2
P10	Creating a competitive advantage	2
P11	Service culture	2
P12	Classification of services and service activities	2
P13	Table service	2
P14	Service staff of restaurants	2
P15	Service system of restaurants	2
	Total:	30
Semester 4		
P16	Service types in restaurants	2
P17	Organization of customer service in catering establishments	2
P18	Bar service	2
P19	Organizational structure of the service enterprise	2
P20	The essence of labor resource management	2
P21	Organization of banquet services	2
P22	Features of production management of service enterprise	2
P23	Services positioning and marketing	2
P24	Famous restaurant chains of the world	2
P25	Special forms of service in restaurants	2
P26	International standards of customer service	2
P27	Service development principles and process	2
P28	Organization of catering and outsourcing service	2
P29	Information technologies and systems in a service enterprise	2
P30	Fields of using technologies in the service sector	2
	Total:	30

№	Independent study (IS)	Hour
ISI	The essence of service activity concepts	2
IS2	Importance of service activities in the socio-economic life of the country.	2
IS3	Theoretical basis of analysis of service activities in post-industrial society.	2
IS4	Contradictions of service activity	4
IS5	Basic description of services	2
IS6	Service quality model	2
IS7	Service as a demand	4
IS8	Consumer decision-making process	2

IS9	International trade of services	2
IS10	Service operations and service delivery system	2
IS11	Requirements for service personnel in the communication zone	2
IS12	Description of service forms and methods	2
IS13	Quality and safety indicators of services	2
IS14	Service quality model	2
IS15	Total Quality Management (TQM)	2
IS16	The main directions of improving the quality of service	2
IS17	Developing a competitive service strategy	2
IS18	The role of ethics and etiquette service activities	2
IS19	Structure of the service sector and classification of service types	2
IS20	The essence of labor resource management	2
IS21	Description of service staff of restaurants	2
IS22	Description of the service system of restaurants	2
IS23	Description of service types in restaurants	4
IS24	Guest confidence of restaurants	2
IS25	Bar service	4
IS26	Important types of organizational structures	4
IS27	The essence of labor resource management	2
IS28	Types of employees in the service sector	2
IS 29	The composition of the production of the service enterprise	2
IS 30	Integration of marketing and operational management in a service enterprise	2
IS 31	Productivity in service sector	4
IS 32	Factors driving the development and creation of new services	4
IS 33	Quality and value formation levers	2
IS 34	Principles of service production	2
IS 35	The process of producing new services	2
IS 36	Technologies in service sector	2
IS 37	The future of technologies and services	2
IS 38	Information systems	2
	Total:	90

Basic literature	
1.	J.S.Fayziyev, Z.M. Bazarov. Servis faoliyati. O'quv qo'llanma. Samarqand. 2019. – 340 b.
2.	Sayfutdinov Sh.S., Xalimova F.N. Servis faoliyati. O'quv qo'llanma. – T.: «IQTISODIYOT», 2019. – 161 b.
3.	Fayziev E.S. Servis tizimi faoliyati asoslari. O'quv qo'llanma. – Samarkand, 2010. 172 bet.
4.	J.A.Romanovich, S.L.Kalachev. Servisnaya deyatelnost. Uchebnyk. – Moskva, 2018 g. - 268 s.
Additional literature	
1.	Service Management: An Integrated Approach to Supply Chain Management and Operations. Cengiz Haksever, Barry Render. Printed in the United States of America. First Printing June 2013.
2.	Philip Kotler, John Bowen, James Makens. Marketing for Hospitality and Tourism. 1998.
3.	Simon i Linda Zigel, Xayns i Rene Lenger, Gans Shtikler, Vilgelm Gutmayer. Restoranny servis: osnov mejdunarodnoy praktiki obslujivaniya dlya professionalov i nachinayuyux

The following criteria are recommended for monitoring the student's mastery of the subject:

a) To get 5 grades, the student's level of knowledge should meet the following requirements:

- be able to fully cover the essence and content of science;
- maintaining scientificity and logicity in the presentation of topics in the subject, avoiding scientific errors and confusion;
- to have a clear idea about the theoretical or practical significance of the topic materials in the subject;
- to be able to demonstrate the ability to think independently and freely within the scope of science;
- to be able to answer questions clearly and succinctly;
- to be detailed prepared for the synopsis;
- complete and accurate completion of independent assignments;
- to have fully mastered the laws and other legal documents related to the science;
- to be able to interpret historical processes.

b) To get 4 grades, the student's level of knowledge should meet the following requirements:

- to understand the essence and content of subject, to avoid scientific and logical misunderstandings when describing topics in subject;
- to understand the practical importance of the content of subject;
- performing the tasks and assignments given in the subject within the curriculum;
- to be able to correctly answer questions about the subject;
- to have detailed formed a synopsis of the subject;
- to complete independent assignments in the subject;
- to have mastered the laws and other legal documents related to the subject.

c) To get 3 grades, the student's level of knowledge should meet the following requirements:

- to have a general understanding of the subject;
- to allow some confusion in explaining the topics of the subject in a narrow scope;
- if the statement is not fluent;
- obtaining vague and confusing answers to the subject questions;
- the text on the subject is not well formed.

d) in the following cases, the student's level of knowledge can be assessed with 2, unsatisfactory grades:

- if there is no preparation for training in the subject;

- having no idea about training in the subject;
- if it is noticeable that the texts on the subject had been copied from others;
- if there are serious errors and confusion in the subject text;
- if the questions about the subject are not answered;
- ignorance of the subject.

If a student grades in the Hemis system, grades will be as follows

2 grades if 0-59 points, 3 grades if 60-69 points,
4 grades if 70-89 points, 5 grades if 90-100 points

Information about the teacher of the subject

Author:	Tashnazarov S.A. – Senior teacher of the departmen of "Service", SamIES;
E – mail:	Tsuratjon@mail.com
Organization:	Departmen of "Service", SamIES.
Reviewers:	Ravshanov Z. - Direktor of the "SEMRUG' NUR" MChJ Shukurov I. – Head of the departmen of "Service", SamIES.

Current Syllabus has been confirmed by the teaching methodologies department Assembly meeting protocol number 1 in 2024, 29.08 (№ 1).

Current Syllabus has been approved by meeting protocol number 1 of the "Service" Department in 2024 28 august.

**Head of Education-Methodology
department**

I. Shodmonov

Dean of the faculty

N. Xudoyberdiyev

Head of the department Service

I. Shukurov

Author

S.Tashnazarov