

Listen to an interview with Mr V Mahesh, of the University of Buckingham, about the university's post-graduate course in Service Management. Complete the notes.



Post-graduate course in Service Management

- 1 Course started: January 1994
- 2 Service sector accounts for over of new employment in the UK and other countries.
- 3 Most management schools focus on consumer and industrial product and marketing.
- 4 For a modern career, you need education in how to design, market and superior service.
- 5 The programme helps students learn how to service organisations.
- 6 Traditional customer service training focuses on skills such as manners.
- 7 When people travel abroad, they get exposed to other countries and .
- 8 If companies fail to provide good service, customers will go to service providers.