

The School of Management Studies for the Service Sector

Introduction from the Head of School

The School of Management Studies for the Service Sector has at its core three important factors which contribute to its success: innovation, quality and relevance to industry. It is these which have established its world-wide reputation for excellence and therefore upon these it will continue to build.

The history of the School testifies to its being at the forefront of its field, pioneering the industry-focused teaching, learning and research in hospitality, tourism, retail and health care management.

The School is justifiably proud of its record of providing innovative programmes which are in demand by students from all over the world, and which industry values. The Higher Education Funding Council for England formally recognised the excellence of the provision in the taught dimension of the School's activities, and recently confirmed that the research was of national and international excellence.

The excellence of the graduate employment record provides evidence of the School's success in educating students to meet the demands of industry for dynamic, flexible and knowledgeable employees.

The School's commitment is to ensure that students of all kinds benefit from management education that is second to none. It is through our students, alumni and staff that the School continues to enhance its reputation and forge ever closer links with service industries throughout the world.

The University of Surrey: Approaching the Millennium

Profile

The University of Surrey is one of the UK's leading professional, scientific and technological universities with a world class research profile and a reputation for excellence in teaching and learning. The University is taking a leading role in innovation and wealth creation in the South East of England. Successful partnership with industry has allowed the University as a whole to depend less upon Government grant sources than any other similar university in the UK. With a turnover of almost £100 million, two-thirds of income is now earned through its own enterprise in association with industrial partners.

Further evidence of enterprise and innovation is the Surrey Research Park, developed since 1983, now the largest science park to be owned and managed by a university. The site occupies 70 acres adjacent to the University campus, accommodating 85 leading edge, multi-national companies employing 2,400 people.

Partnership

Partnership lies at the heart of the mission of the University: partnership with industry, commerce and the professions; partnership with other academic institutions both at home and overseas. Initiatives linking academe to industry include the recently launched Surrey Scholars Scheme. Even prior to its launch the Scheme had secured £1 million in funding from leading blue chip companies, the first sponsors being British Steel, British Gas, Fina, Philips, Unilever and the University's local authority, Guildford Borough Council. The scheme is already attracting the brightest young postdoctoral scholars from around the world to work alongside leading research teams at Surrey.

Employment

Surrey graduates consistently top the league of UK universities for graduate employment, a success story which owes much to the effectiveness of Surrey's pioneering professional training scheme for under-graduates undertaken as part of their degree. Graduates are equipped with both the academic and life skills valued by employers, with all students encouraged to take modules in leadership, IT, foreign languages, management and communications.

Research

Ground-breaking research at the University of Surrey is bringing direct benefits to all spheres of life - helping industry to maintain its competitive edge and creating improvements in the areas of consumer services, health, medicine, agriculture, the environment, communications, defence and transport. The University enjoys a reputation for its research work which is out of all proportion to its size and age, with a large number of academic staff engaged in work of international excellence.

Technology and Course Development

Technology informs every aspect of the work of the School and the University. It has an impact upon the overall approach to teaching and learning - enabling distances to be overcome and making learning more accessible. One example of this is the UK's first ever MBA course in airport management, delivered via the Internet, a collaborative venture between the University and BAA. Remote learning with Surrey will eventually enable professional people world-wide to update and enhance their skills at their own time and pace. For undergraduates too, technology is becoming increasingly important as a method of enriching their learning experience through the use of multi-media packages and the creation of virtual laboratories.

Campus Investment

The University is now undergoing the biggest building programme on campus since it came to Guildford in the 1960s. Projected capital expenditure for the last five years of this century stands at over £50 million. July 1997 saw the opening of a new academic complex, the Austin Pearce building. In addition to enhanced academic facilities, Surrey students have seen a dramatic improvement in social and recreational facilities over the last year, with a large extension to the Students' Union building. The University continues to offer an exceptional standard of residential accommodation to its students.

HOSPITALITY



“An enormous contribution to the knowledge and a supply of excellent graduates.”

BRITISH HOSPITALITY ASSOCIATION

Undergraduate Programme

The School's graduates stand out from the crowd due to their self-assurance and confidence. They reveal a depth of intellectual ability tempered with practical know-how and understanding, and above all, the capability to tackle problems from whatever angle they come. When they leave the University, they frequently find themselves thrown in at the deep end, but have the knowledge and skills not only to survive but to succeed.

Currently the following undergraduate BSc (Hons) courses are offered:

- Hotel and Catering Management
- International Hospitality and Tourism Management
- Retail Management

Our undergraduate programmes provide a challenging environment within which to encourage student abilities to develop. During the undergraduate programmes students master a wide range of subjects covering the full spectrum of business and management but applied specifically to the hospitality, tourism and retail industries.



Most students complete a professional training year in an industrial placement following a planned programme of experience and supported by industrial tutors as part of their course. This year out provides the ideal opportunity to put their theoretical background into practice, to experience the pressures and rewards of operations at first hand. Students learn a great deal from this year and they draw on these experiences for many years to come.

Returning to complete their final year studies, students can consider what they have learnt in practice from a critical stance which will lead to their being the reflective practitioners that we seek to encourage.

Postgraduate Programme

Surrey is the longest established University in England for postgraduate studies in tourism and hospitality. It is also one of the largest and leading centres in these fields in the world. The first students joined the programme in 1972. Since then more than 1600 have completed their studies in tourism and hospitality at Surrey. Students have come from approximately 100 different countries.

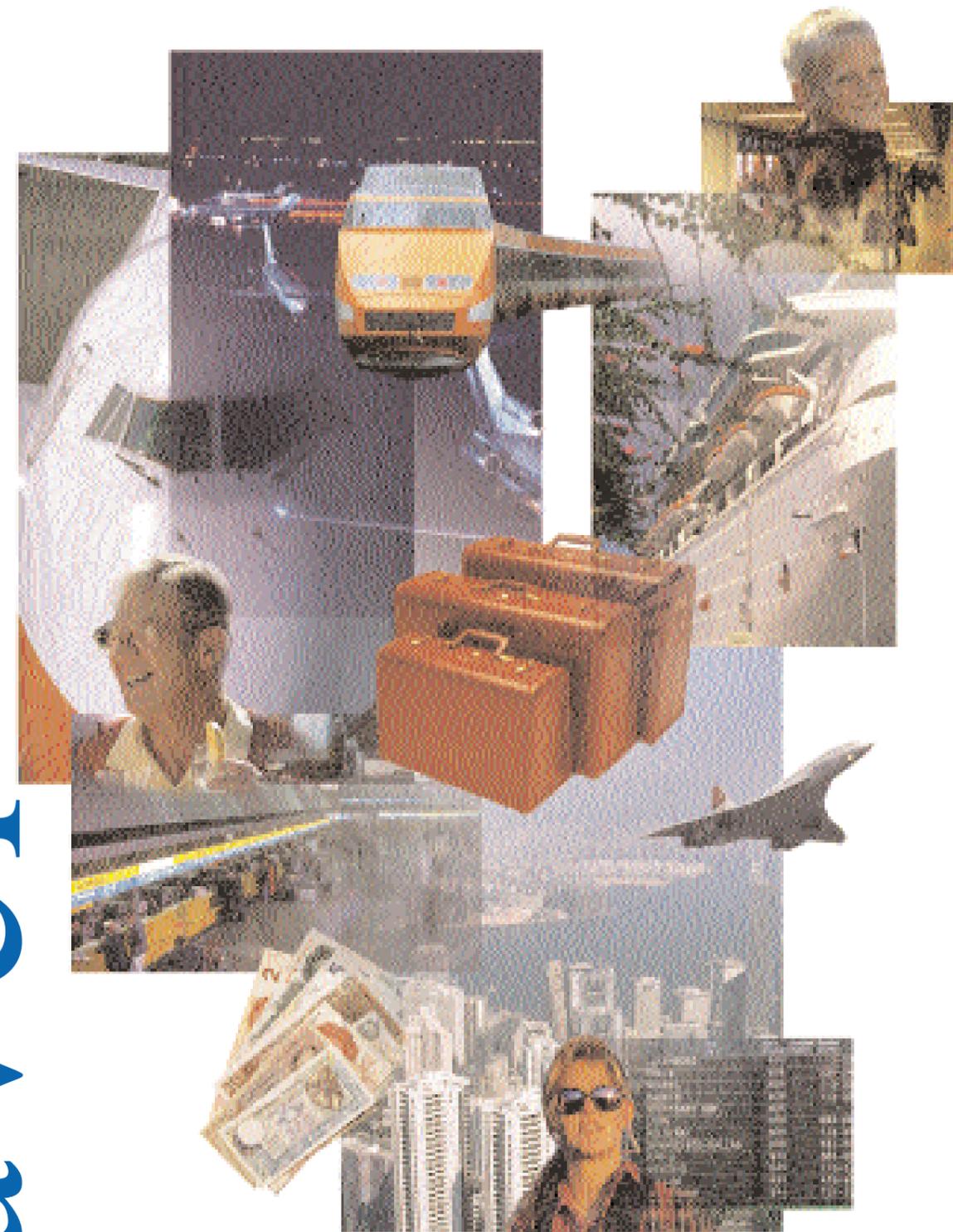
Currently the Postgraduate Diploma/MSc is offered in:

- Tourism Management
- Tourism Planning and Development
- Tourism Marketing
- International Hotel Management
- Tourism and Hospitality Education
- Health Care Management
- Food Management

In addition to full-time studies, the university provides opportunities for study on a part-time and distance learning basis. The programme leading to postgraduate qualifications in tourism and hospitality education is available on this basis. This course is designed to meet the needs of the growing number of teachers, at all levels, involved in tourism and hospitality. Again Surrey is a world leader and recruits world-wide to this programme.

More recently the School has applied its skills to other parts of the service sector by establishing a highly successful programme leading to an MSc degree in Health Care Management. This is meeting the growing needs for skilled managers, and attracts senior staff from the health service. The most recent addition to the Surrey repertoire is a programme leading to an MSc qualification in Food Management, which is designed for middle and senior managers in the diverse range of organisations that constitute the food industry.

In summary, Surrey is a world leader for postgraduate studies related to tourism, hospitality, healthcare and food management. Its academic staff include leading international experts. An extensive research programme means that the School is at the forefront of the development of knowledge. It is home to some of the world's leading textbooks and research publications. All the courses combine this academic strength with professional relevance.



Travel

“Surrey’s programme achieves high standards and is respected both in the UK and overseas.”

BAA

Graduate Success

The School, by attracting high calibre students and delivering excellent education, produces graduates who are not only almost guaranteed a great start to their career, but who also go on to achieve at a very high level.

Industry Leaders

Surrey graduates are to be found in every part of the world, often playing a significant role in their chosen profession. In the area of tourism planning and



Alan Parker 1965-69
MD, Whitbread Hotel Company

development Surrey graduates hold key management positions in the relevant government agencies in countries such as Barbados, Mauritius, Jordan, Trinidad and Tobago, Pakistan, Scotland, Tonga and Uganda.

Currently, in commercial tourism, the Director of the Tourism Works Consultancy, Head of Aviation for Airtours, the Business Development Manager for Thomas Cook, and Sales Director for Eurostar are Surrey graduates.



Robert Earl 1969-73
President, Planet Hollywood

In hospitality, alumni include Robert Earl, founder of the Hard Rock Cafe and now Chief Executive of Planet Hollywood; Michael Shepherd, General Manager of the Savoy; and Alan Parker, Managing Director of Whitbread Hotels. And in hospitality and tourism education Surrey graduates are involved in developing the next generation of managers in colleges and universities in countries such as Indonesia, Bahrain, Australia, South Korea and throughout the U.K.



Michael Shepherd 1972-76
General Manager, The Savoy

SIGNET

SIGNET, the "Surrey International Graduate Network" was founded by the first ever cohort of graduates in hotel and catering administration in 1968. Since then the academic activities of the School have expanded in the service sector and



Sue Harrison 1975-79
Director of Catering Services
House of Commons

membership now includes graduates from all our courses and members of full-time staff.

SIGNET ensures that alumni keep in touch, learn from each other's experiences and continue to develop together. The SIGNET Lecture held in November, presented by a graduate who has achieved distinction in his/her career. Speakers have included



Peter Catesby 1958-62
MD, Swallow Hotels Ltd

Jeremy Logie, Chief Executive of the British Hospitality Association; Sue Harrison, Director of Catering at the House of Commons; and Peter Catesby, Managing Director of Swallow Hotels.

A second event is held in February, usually in London. It provides an opportunity to deal with SIGNET business, hear about developments from the Head of School and socialise together. Contact between members and class reunions are encouraged and promoted in the regular newsletter.



Stephen Gilbert 1965-69
Marketing Director, Chanel UK



Retail

“Valuable ^{depth,} practical ^{experience} and ^{academic} sound ^a background.”

Alfred Dunhill Ltd

International Scope of the School

Reflecting the global nature of hospitality, tourism and retail services, the School is a truly international academic community. Teaching staff, researchers, postgraduates, undergraduates and industry practitioners come to Surrey from all over the world.

As well as lecturers from Canada, the Netherlands, Argentina and China, many of the British staff have wide-spread international experience in Europe, North America, Australia and the Far East. They also routinely engage in research and consultancy outside the UK, such as currently a British Council sponsored project in Bulgaria, management development in Crete, and a tourism project in the North Atlantic region funded by NATO.

This experience, and the School's international reputation, has established a worldwide network of affiliations and contacts with other universities and colleges, major companies and government agencies. The School has an exchange programme with three universities in the United States, collaborates with Nan Yang Technical University in Singapore and Southern Cross University in Australia, and is a World Tourism Organisation designated "Centre of Excellence for tourism education".

Research in the School is also international. Current full-time researchers come from Korea, Libya, Hungary, Portugal, Japan, Turkey, Albania, and Egypt.

There is a similar picture on the postgraduate Masters programme. Each year this attracts students from at least thirty different countries. In many cases, graduates return to their home countries to play a significant role in their nation's economic development.

The undergraduate courses also attract students from every member state of the European Union, as well as every continent on the globe. And students on their industry placement year have the opportunity to work outside the UK.

Delegates on the Management Development Programme also travel to the Summer School from all over the world. Just one course in Quality Management attracted managers from Trinidad and Tobago, Hong Kong, Greece, Switzerland, Pakistan, and the Seychelles, as well as the UK, in 1997.

Research and Consultancy

Regular contact through consultancy, through membership and leadership of national and international bodies, through visiting lecturers and study visits, allow the academic staff to keep fully up-to-date with the needs of the industries that they serve. At the same time their research and writing keep them in their position as academic leaders in their fields.

The School manages research projects in tourism planning and development, hospitality management, retail management, food management, healthcare management, financial services and general management. Research is conducted either by School staff or by postgraduate research students on the School's PhD programme. Research projects have included:

- the impact of information telecommunications technologies on tourism distribution channels;
- a critical investigation of empowerment in UK firms;
- Home Office funded research into the suitability of prison diets;
- an analysis of the career paths of hotel managers in the UK;
- a cross-cultural study of attitudes towards nature and tourism - East Asia and Northern Europe;
- MAFF funded project on food provision and food choice across a number of sectors;
- an investigation of organisational culture in the National Health Service.

The School has undertaken consultancy work in more than 35 countries. Recent consultancy projects have included:

- management and interpretation of operational performance in the UK hospitality industry against the HCIMA's "Hospitality Assured" standard;
- employee survey for major UK licensed retail firm;
- development of SMEs to aid economic development in Northern Russia;
- information systems review for an industry professional body;
- role of management competence in facilitating change in Surrey County Council Social Services.

International Healthcare



“The course content was both stimulating and challenging...”

Marion Smith Senior Nurse

The School of Management Studies for The Service Sector

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