



ROSEBANK
INTERNATIONAL
University College

Faculty of
HOSPITALITY

Bachelor of Service Management





The purpose (aim) of the Bachelor of Service Management is to equip students with the knowledge, skills, and attitudes necessary to excel in service management roles across various industries. Graduates will be able to design, deliver, and improve service experiences that meet and exceed customer expectations, driving business success and contributing to the growth and development of Ghana's economy.

The purpose of the Bachelor of Service Management is to equip students with an understanding of service management principles, theories, and practices, enabling them to design, deliver, and improve services effectively. This qualification aims to cultivate a customer-centric mindset, analyse customer needs, and leverage digital service management and technology-enabled services. By developing expertise in problem-solving, critical thinking, decision-making, communication, teamwork, and leadership, graduates will be prepared for successful careers in service management across various industries. Ultimately, this qualification seeks to contribute to Ghana's economic growth and industrialization agenda by producing work-ready graduates who align with international standards and best practices in service management education, thereby supporting the country's development and competitiveness.

POSSIBLE CAREER CHOICES:

- Service Manager
- Customer Experience Manager
- Operations Manager
- Marketing and Sales Manager
- Human Resources Manager
- Quality Assurance Manager
- Business Development Manager
- Healthcare Service Manager
- Project Manager
- Service Designer
- Digital Service Manager
- Data Analyst/Scientist
- Consultant
- Entrepreneur
- Researcher

DURATION

This is a four-year qualification offered by Rosebank International University College.

MODE OF DELIVERY

Contact (Full-time): Contact lectures take place during the day, on weekdays on campus.

THE WEIGHT YOUR FUTURE QUALIFICATION CARRIES

The Bachelor of Service Management is accredited by the Ghana Tertiary Education Commission GTEC. Upon successful completion, you will receive a Bachelor of Service Management degree from Rosebank International University College.

STUDY FURTHER WITH PATHWAYS

A Rosebank International University College qualification offers you the opportunity to articulate into further studies. Speak to a student advisor for more information.

ADMISSION REQUIREMENTS

The admission requirements for a Bachelor of Service Management in Ghana:

West African Senior School Certificate Examination (WASSCE)/ Senior Secondary School Certificate Examination (SSSCE) Applicants

- Credit passes (A1 - C6 in WASSCE and A - D in SSSCE) in at least three core subjects: English, Mathematics, and Integrated Science (for Science applicants) or Social Studies (for non-Science applicants)
- Credit passes on three elective subjects relevant to Service Management with a total aggregate not exceeding 24.



Mature Age Applicants

- Must be at least 25 years old at the time of application and must provide evidence of birth age with legitimate documentation.
- Must register for, attend, and complete the Access Course and pass the Mature Students' Entrance Examination.
- May not exceed 20% of the total admissions of the institution in an academic year.

Higher National Diploma (HND) and Academic Diploma Holders

- HND holders in a related programme with at least a Second-Class Upper Division (or a minimum Final Grade Point Average (FGPA) of 3.25 or higher) may be considered for admission to Level 300.
- Other relevant recognised diploma qualifications assessed to be equivalent to HND may also be considered.
- A recognised Diploma in Service Management, Hospitality, Tourism, or a related field with at least a Second-Class Lower Division (or a minimum Final Grade Point Average (FGPA) of 2.50 or higher) may be considered for admission to Level 200.
- Professional Diplomas are NOT accepted as entry requirements.

General Certificate of Education (GCE) Advanced Level Applicants

- Credit passes in three subjects (at least one pass should be Grade D or better).
- Must have credit passes (Grade 6) in five GCE Ordinary Level subjects including English and Mathematics as well as credit in two subjects at the GCE Advanced level

General Business Certificate Examination (GBCE)/Advanced Business Certificate Examination (ABCE) Holders

- Credit passes in at least three GBCE core subjects (English, Business Mathematics, Integrated Science, or Social Studies)
- Credit passes in an additional two ABCE subjects in relevant business or service management fields (e.g., Business Studies, Marketing, Human Resource Management, Customer Service, Hospitality, or Tourism).
- May be considered for admission to Level 200

International Applicants

- Foreign qualifications will be evaluated to ensure equivalency with the Ghanaian WASSCE/SSSCE.
- Evidence of English language proficiency is required if English is not the applicant's first language.

MODULES

Bachelor of Service Management		
Year 1	Semester 1	Credits
	Digital and Academic Literacies	3
	Communications and Writing Skills	3
	Business Management	3
	Basic Accounting	3
	Introduction to Service Management	3
	Service Operations Management	3
	Semester 2	
	African Studies	3
	Introduction to Entrepreneurship	3
	Introduction to Technology in Service Management	3
	Food Service Operations	3
	Customer Service and Service Excellence	3
	Service Operations Wellbeing	3
	Total Year 1 Credits	36



Year 2	Semester 1	
	Small Business Management	3
	Financial Management	3
	Human Resource Management	3
	Service Operations and Risk Management	3
	Small Business Management	3
	Semester 2	
	Introduction to Statistics	3
	Service Operations Law and Legislation	3
	Service Operations Entrepreneurship	3
	Business Decision and Revenue Modelling	3
	Digital Customer Service Management	3
Total Year 2 Credits		30

Year 3	Semester 1	
	Training and Development	3
	Service Management and Service Quality	3
	Service Management Compliance	3
	Developing a Service Culture	3
	Strategic Service Management	3
	Semester 2	
	Introduction to Research	3
	Organisational Behaviour	3
	Quality Assurance and International Standards of Service Management	3
	Creativity and Innovation	3
	Work-Integrated Learning Service Management 1	3
Total Year 3 Credits		30



Year 4	Semester 1	
	Quantitative Techniques	3
	Work-Integrated Learning Service Management II	3
	Leadership and Supervision in the Service Industry	3
	Service Quality Management	3
	Service Management Research Project I	3
	Semester 1	
	Service Strategy and Innovation	3
	Service Operations and Process Management	3
	Brand and Marketing Management	3
	Service Management Research Project II	6
	Total Year 4 Credits	30
	TOTAL CREDITS	126

IMPORTANT INFORMATION

- To be awarded this qualification, a minimum final year mark of 50% for each module must be achieved.
- This fact sheet is valid for the 2025 academic year only.
- Free software is available to all registered Rosebank International University College students. The software includes but is not limited to MS Excel, MS Word, MS PowerPoint, MS Access and MS Outlook, which come with the Office 365 bundle. Students can access the software using their student email addresses.

NB: This fact sheet is accurate at the time of publication. Rosebank University College reserves the right to alter any of the content prior to the commencement of registration due to changes in regulation, policy, market requirements or any other valid reason.



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