



ROSEBANK  
INTERNATIONAL  
University College

Faculty of  
**HOSPITALITY**

## Postgraduate Diploma in Service Management





The Postgraduate Diploma in Service Management is designed to equip students with leadership skills to strategically prioritise service management across various industries. This qualification focuses on developing graduates' abilities to apply service innovation capabilities, produce new service propositions, and address unmet customer needs. With an elective stream in healthcare, students can specialise in their area of interest. The Healthcare stream, specifically, addresses crucial service management needs in healthcare, covering policy, strategic planning, business operations, patient-centred care, and interdisciplinary collaboration. By emphasizing leadership development, applied research, and innovation, this qualification prepares individuals to drive service excellence, improve customer experiences, and contribute to organisational success across multiple sectors.

### POSSIBLE CAREER CHOICES:

- Service Director
- Customer Experience Strategist
- Marketing Strategist
- Quality Assurance Director
- Innovation Lead
- Service Designer
- Business Developer
- Digital Service Manager
- Management Consultant
- Entrepreneur
- Healthcare Service Manager

### DURATION

This is a one-year full-time 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 Postgraduate Diploma in Service Management is accredited by the Ghana Tertiary Education Commission GTEC. Upon successful completion, you will receive a Postgraduate Diploma in Service Management degree from Rosebank International University College.

### STUDY FURTHER WITH PATHWAYS

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

### ADMISSION REQUIREMENTS

#### First Degree Holders

- A recognised undergraduate degree (Bachelor's degree) from an accredited institution.
- The degree should be in a relevant field such as Service Management, Business Administration, Hospitality, Tourism, Public Administration, or any related discipline.

#### Professional Qualification Holders

- A recognised professional qualification (e.g., CIM, CIPS, CIHRM) with a minimum of one-year relevant work experience in service-related industries.

#### International Applicants

- A recognised first-degree equivalent to Ghanaian standards, confirmed by GTEC.
- Proof of English proficiency is required.

#### Additional Requirement

- Fluency in spoken and written English.



### MODULES

Postgraduate Diploma in Service Management			
Year 1	Semester 1		Credits
	Service Quality Management	3	
	Digital Customer Service Management	3	
	Research Methodology	3	
	Developing and Leading a Service Culture	3	
	Service Practice: Financial Reporting and Analysis	3	
	Conflict Resolution and Crises Management in Service Settings	3	
	Credits Hours	18	
	Semester 2		
	Research Project in Service Management	9	
	Elective Stream: Service Management	Elective Stream: Healthcare Services	
	Marketing in the Services Industry	Policy in Health Services	3
	Advanced Topics in Service Design and Innovation	Global Healthcare Trends and Marketing	3
	Strategic Service Management and Leadership	Technology and Innovation in Healthcare Services	3
Credit Hours			18
TOTAL CREDITS			36

### IMPORTANT INFORMATION

- To be awarded this qualification, a minimum final year mark of 50% for each module must be achieved.
- This factsheet 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's email address.

**NB:** This fact sheet is accurate at the time of publication. Rosebank International 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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