

BACKGROUND

The Educational Leadership Chair on the Client-centred Approach and Service Quality Management is a unique, forward-looking project. Its mission is to develop practical knowledge and hands-on training opportunities for current and future professionals in business-to-consumer relationship management.

**DRIVING
PROGRESS**

FOR 350 ANS



EDUCATIONAL LEADERSHIP CHAIR ON THE CLIENT-CENTRED APPROACH AND SERVICE QUALITY MANAGEMENT

The financial support of chair sponsors will go toward recruiting two faculty members and one professional to provide hands-on training. These valuable resources will further enhance the university's Consumer Sciences programs, which focus on the client-centred approach and service quality management.

Recipient of the prestigious
Office de la protection du
consommateur award

Student body has grown
250% in the past 10 years

Financial partners will help:

- Develop and foster the transfer of university-level expertise, contributing to the creation of a centre of excellence in the client-centred approach and service quality management
- Enhance the next generation's hands-on training by creating a supervised student consultation office serving businesses
- Launch a short university education program for working professionals and managers
- Contribute to the creation of Canada's first-ever PhD program in the field

Université Laval's Educational Leadership Chair on the Client-centred Approach and Service Quality Management will be built on the university's top-tier Consumer Sciences programs. It will drive their growth together with Université Laval's Chairs in Educational Leadership (CEL) program. This program furthers Université Laval's goal of making businesses more competitive by creating outstanding centres of expertise.

UNIQUE IN ITS IMPACT

With the Educational Leadership Chair on the Client-centred Approach and Service Quality Management, Université Laval will be the only university in Canada to offer undergraduate, master's, and PhD programs in this field in addition to a short program for working professionals and managers.

In the short term, the Chair will attract countless new undergraduate and graduate students. In the medium and long terms, it will further strengthen the university's time-tested, world-class education and foster certified training in the client-centred approach and service quality.

Hiring new resources will encourage knowledge sharing and hands-on training for future professionals and generate doctoral research in the field. It will also help further expand and consolidate this disciplinary field as a centre of excellence and an important contributor to social and economic development.

BUDGET

Operating budget

Total project

\$285,000/year

Phase One:

\$150,000/year

IMPACTS FOR PARTNERS

Partners will gain from the knowledge developed and the educational opportunities available to current and future working professionals. Supporting the creation of a university centre of excellence in the client-centred approach and service quality—a skill set critical to the success of Québec businesses—will have positive spinoffs for the market and for society as a whole.