

Welcome to this years course on Service Management.

In the developed world today the majority of jobs and GDP are derived from services. For many businesses a way of differentiating themselves in the market is to *bundle* services with their products. However, our understanding of the best way to manage this is still not clear since many of the theories of management have grown from the manufacturing sector. These theories do not often work well in the service sector. The academic world, too, now is only slowly starting to create the body of theory known as, *Service Management*.

This course will introduce you to some of this new theory. During the course we will cover some of the key concepts of *Service Management*. You will be encouraged to think about them and relate them to you every day experiences as customers of service.

During the course you will:

- Learn about the basic concepts of Service Management
- Have opportunities to learn and improve your presentation skills
- Have opportunities to improve your English

Course materials

- The main course book is: *Service Marketing. Integrating customer focus across the firm*, (5th Ed.) by Valarie A. Zeithaml, Mary Jo Bitner and Dwayne D. Gremler. I recommend you get your own copy of this. I will refer to it in class.
- Other papers given out during the course (see reading below)
- The lecture slides will be made available on the website

Course teaching approach

This course will use some of the ideas that you have already learned from your degree. It builds on basic management theory. The course will be taught through lectures, exercises and the mid-term presentations. It is designed to develop your understanding stage by stage of Service Management, like a jigsaw puzzle; putting the pieces together until you see the whole picture. As we put each piece together your contribution is essential. So an important part of the course will be the exercises we do in class. I am looking forward to hearing your ideas during these sessions. During the lectures I will present the main ideas from the readings but also add new examples too. Please note the reading for one week maybe used during that week *and the following weeks* to.

SERVICE MANAGEMENT (UNDERGRADUATE)

Assessment

The course will be assessed as follows:

	<i>Percentage of course credit</i>
Mid term project	35
Final project	40
Individual report	15
Quizzes	10

Please use the quizzes to help you assess how well you have understood the course material.

They have been designed to test your understanding of some of the key concepts. Later in the course I will give out more information on the mid-term presentation.

James Stanworth

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COURSE SCHEDULE

Week	Subject issues	Reading [1]	Notes
Week 1	Introduction to the class	-	Get the reading for week 2 Get the class book Visit the class website Complete the mini-introduction Understand online class
Week 2	Introduction to services Conceptual framework of the book	Part 1 – C1 and C2	Confirm groups Details of online class
Week 3	Consumer behavior in services	C3	Online (anticipated)
Week 4	Customer expectations of service	C4	Online (anticipated)
Week 5	Quiz Work on service customer and observation journals		Quiz - In class You need to collect information before class.
Week 6	Customer perceptions of service	C5	Online (anticipated)
Week 7	Listening to customers through market research	C6	Note link to mid-term
Week 8	Reading week	-	
Week 9	Mid-term presentations		
Week 10	Building customers relationships	C7	Online (anticipated)
Week 11	Service development and design	C9 & [2]	Online (anticipated)
Week 12	Employees' role in service delivery	C12	
Week 13	Customers' role in service delivery	C13	
Week 14	Quiz and work on final project		Quizz – in class Project discussion, online, as required
Week 16	Physical evidence and the servicescape	C11	
Week 17	Reading week		
Week 18	Final presentation		

Notes:

1. This is all from our class text book. The reading refers to what we will cover in that week. (i.e. reading for week 2 needs to be done *before that class* etc.)

2. Designing service delivery systems, the case of Anglian Water Services, V.S. Mahesh & J. Stanworth (On the class website).