

## Module Description

# Service Operations and Management

**General Information**
**Number of ECTS Credits**

3

**Abbreviation**

TSM\_OpMgmt

**Version**

23.02.2016

**Responsible of module**

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**Language**

	Lausanne	Bern	Zurich
Instruction	<input type="checkbox"/> E <input type="checkbox"/> F	<input type="checkbox"/> D <input type="checkbox"/> E <input type="checkbox"/> F	<input type="checkbox"/> D <input checked="" type="checkbox"/> E
Documentation	<input type="checkbox"/> E <input type="checkbox"/> F	<input type="checkbox"/> D <input type="checkbox"/> E <input type="checkbox"/> F	<input type="checkbox"/> D <input checked="" type="checkbox"/> E
Examination	<input type="checkbox"/> E <input type="checkbox"/> F	<input type="checkbox"/> D <input type="checkbox"/> E <input type="checkbox"/> F	<input checked="" type="checkbox"/> D <input checked="" type="checkbox"/> E

**Module category**

- Fundamental theoretical principles - FTP
- Technical/scientific specialization module - TSM
- Context module - CM

**Lessons**

- 2 lecture periods and 1 tutorial period per week

**Brief course description of module objectives and content**

In all developed economies, the service sector is the dominant economic sector. Its importance is still growing. In particular new services based on new technologies such as mobile and internet-based technologies are changing our world at a breathtaking pace. The goal of this module is to make students familiar with some of the main concepts of modern services.

The module focuses on service design and strategic service management on the one hand, and service operations management (service delivery) on the other hand.

**Aims, content, methods**
**Learning objectives and acquired competencies**

The students...

- Know the economic importance of services. They know how service delivery differs from manufacturing.
- Know the co-creation of value and the fundamentals of Service Dominant Logic as paradigms for understanding services.
- Are able to describe a service both from the perspective of a customer (perceived value) as well as from the perspective of a provider (value generation)
- Are familiar with the most important operational challenges of a service provider. They are able to apply important service-specific models of Operations Management.
- Understand the principles of Service Design and are able to generate and assess new service business models

**Contents of module with emphasis on teaching content**

Service basics (3 weeks):

- Economic importance of services in developed economies
- What is a service? Service systems, coproduction and value co-creation, Service-Dominant Logic.
- Services are an experience: The service encounter
- service quality, the gap model, SERVQUAL

Service Operations Management (7 weeks):

- Managing Capacity and Demand , Capacity planning and queuing
- Managing waiting lines
- Value creation process according to Service Dominant Logic, Value for customers / conjoint analysis.

- Service optimization: Best Service is no service
- Value for providers: Customer lifetime value and Customer Equity
- Yield management as an example of service system optimization

Service Design (4 weeks):

- Service Design and Service Design Workshop
- Disruptive Services
- Excursion

#### Teaching and learning methods

Theory with exercises

group assignments

case work

#### Prerequisites, previous knowledge, entrance competencies

Bachelor degree, ideally in Business & Engineering

#### Literature

[1] James A. Fitzsimmons, Mona J. Fitzsimmons: Service Management: Operations, Strategy, Information Technology

#### Assessment

##### Certification requirements for final examinations (conditions for attestation)

None

##### Written module examination

Duration of exam: 120 minutes

Permissible aids: Open book