Module Description

Servitization of Manufacturing

General Information

Number of ECTS Credits

3

Module code

TSM_ServMan

Responsible of module

Shaun West, HSLU (shaun.west@hslu.ch)

Language

Explanations regarding the language definitions for each location:

- Instruction is given in the language defined below for each location/each time the module is held.
- Documentation is available in the languages defined below. Where documents are in several languages, the percentage distribution is shown (100% = all the documentation).
- The examination is available 100% in the languages shown for each location/each time it is held.

	Berne	Lausanne			Lugano	Zurich		
Instruction	☐ E 100%	☐ E 100%		☐ F 100%	☐ E 100%	☑ E 100%		☐ D 100%
Documentation	☐ E 100%	☐ E 100%	☐ E %	☐ F %	☐ E 100%	☑ E 100%	☐ E %	☐ D %
Examination	☐ E 100%	☐ E 100%	☐ E 100%	☐ F 100%	☐ E 100%	☑ E 100%	☐ E 100%	☐ D 100%

Module category

☐ FTP Fundamental theoretical principles

☑ TSM Technical/scientific specialization module

☐ CM Context module

Lessons

2 lecture periods and 1 tutorial period per week

Entry-level competencies

Prerequisites, previous knowledge

Please read the following book before joining the class:

Chrisitan Kowalkowski & Wolfgang Ulaga. Service Strategy in Action: A Practical Guide for Growing Your B2B Service and Solution Business. March 2017. ISBN: 9780692819104.
http://servicestrategyinaction.com

Brief course description of module objectives and content

This module will help students to understand how a manufacturer changes its business model to provide a holistic solution to the customer, helping the customer to improve its competitiveness, rather than just engaging the sale of product. Much of the course is based around the transition from pure products to provide product service systems in basic and advanced forms.

Aims, content, methods

Learning objectives and acquired competencies

- To gain an appreciation of the role of servitization in the competitive landscape
- To create innovative value propositions by designing new service offerings and by drawing the customer journey
- To design an integrated ecosystem for services and products
- To understand the move towards a service mind-set
- To develop price strategies for services
- To manage the core processes for successful service delivery
- To manage risks and business benchmarking to identify improvement areas

Contents of module with emphasis on teaching content

Lecture 1	Introduction to the module
Lectures 2&3	Part 1 - Industrial services

- Typical services that exist today
- Aftersales
- The service mind set

- Example use cases
- Input from theory and from practice to show how richness of the services.

Lectures 4-9   Part 2 - Service design for value creation

- Customer value proposition in services
- Customer ecosystems and market segmentations
- Customer journey mapping and blue printing
- Service selling and pricing
- Modularity in services
- Customer business processes
- Integration of IOT into customer value propositions

Lectures 10-14   Part 3 - Service delivery for value capture, Shaun West

- Ecosystems and managing co-delivery
- Resource management
- Risk management, legal and controlling
- Culture change
- Service business benchmarking
- Managing the installed base
- Service company processes
- Customer experience management

Teaching and learning methods

- Lectures
- Group work, presentation and discussion of case studies
- Self-study of papers and analysis of business case studies.

Literature

Timothy Baines, Howard Lightfoot. Made to Serve: How Manufacturers can Compete Through Servitization and Product Service Systems. April 2013. ISBN: 978-1-118-58531-3
http://www.aston-servitization.com/news/details/19/made-to-serve-how-manufacturers-can-compete-through-servitization

Thomas Fischer, Heiko Gebauer, Elgar Fleisch Service Business Development: Strategies for Value Creation in Manufacturing Firms. March 2014. ISBN: 9781107652071
http://www.cambridge.org/ch/academic/subjects/management/strategic-management/service-business-development-strategies-value-creation-manufacturing-firms.

Chrisitan Kowalkowski & Wolfgang Ulaga. Service Strategy in Action: A Practical Guide for Growing Your B2B Service and Solution Business. March 2017. ISBN: 9780692819104.
http://servicestrategyinaction.com

Assessment

Certification requirements for final examinations (conditions for attestation)

All students must have successfully competed both the individual and group work.

Basic principle for exams:
All the standard final exams for modules are written exams.
The repetition exams can be either written or oral.

Standard final exam for a module and written repetition exam

Kind of Exam   written

Duration of exam   120 minutes

Permissible aids   ☐ No aids

                            ☑ Permissible aids:

                                    ☐ Electronical aids: _____

                                    ☐ Hardcopy form: _____

                                    ☑ Open book, use of calculator and dictionary allowed

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Special case: Repetition exam as an oral exam

If an oral exam is set (only possible for ≤ 4 students), the following applies:

Kind of Exam   oral

Duration of exam   30 minutes

Permissible aids   No aids