Module Description, available in: EN

Service Operations and Management

General Information

Number of ECTS Credits

3

Module code

TSM_OpMgmt

Valid for academic year

2024-25

Last modification

2019-07-17

Coordinator of the module

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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.

	Lausanne			Lugano	Zurich		
Instruction					**X** E 100%		
Documentation					**X** E 100%		
Examination					**X** E 100%		

Module Category

TSM Technical scientific module

Lessons

2 lecture periods and 1 tutorial period per week

Entry level competences

Prerequisites, previous knowledge

Bachelor degree, ideally in Business & Engineering

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 science 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 (value creation, perceived value) as well as from the perspective of a provider (value capture)
- 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 science and are able to generate and assess new service models

Contents of module with emphasis on teaching content

Service basics (3 weeks):

- Economic importance of services in developed oconomies
- 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.
- Value for providers: Customer lifetime value and Customer Equity
- Yield management as an example of service system optimization

Service Engineering (4 weeks):

- Service optimization: Best Service is no service
- New trends in services, service workshop
- Excursion

Teaching and learning methods

- Theory with exercises
- group assignments
- case work

Literature

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

Assessment

Certification requirements

Module does not use certification requirements

Basic principle for exams

As a rule, all the standard final exams for modules and also all resit exams are to be in written form

Standard final exam for a module and written resit exam

Kind of exam

written

Duration of exam

120 minutes

Permissible aids

Aids permitted as specified below:

Permissible electronic aids

No electronic aids permitted

Other permissible aids

Open book

Special case: Resit exam as oral exam

Kind of exam

oral

Duration of exam

30 minutes

Permissible aids

No aids permitted