Module Description, available in: EN

Service Operations and Management

General Information

Number of ECTS Credits

3

Module code

TSM_OpMgmt

Valid for academic year

2026-27

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 specified for each location and module execution.
- Documentation is available in the language(s) listed for each location and module execution. If the documentation is in multiple languages, the percentage distributed is indicated (100% = all documentation provided).
- The examination, including both questions and answers, is provided entirely (100%) in the language(s) specified for each location and module execution. The exams are on-site.

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

Module Category

TSM Technical scientific module

Profile Recommendations

This module is recommended for the following profiles:

	Zurich
Profile	BE

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 competencies to be acquired

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

Module content with weighting of different components

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
- Company Case

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

Additional performance assessment during the semester

The module does not contain an additional performance assessment during the semester

Basic principle for exams

As a rule, all standard final exams are conducted in written form. For resit exams, lecturers will communicate the exam format (written/oral) together with the exam schedule.

Standard final exam for a module and written resit exam

Kind of exam

Written exam

Duration of exam

120 minutes

Permissible aids

Aids permitted as specified below:

Permissible electronic aids

No electronic aids permitted

Other permissible aids

Open book

Exception: In case of an electronic Moodle exam, adjustments to the permissible aids may occur. Lecturers will announce the final permissible aids prior to the exam session.

Special case: Resit exam as oral exam

Kind of exam

Oral exam

Duration of exam

30 minutes

Permissible aids

No aids permitted