**Module Description, available in: EN**

# *Service Operations and Management*

## General Information

**Number of ECTS Credits**

3

**Module code**

TSM_OpMgmt

**Valid for academic year**

2023-24

**Last modification**

2019-07-17

**Coordinator of the module**

Christoph Heitz (ZHAW, christoph.heitz@zhaw.ch)

**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

**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
- 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 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

## Special case: Resit exam as oral exam

**Kind of exam**

Oral exam

**Duration of exam**

30 minutes

**Permissible aids**

No aids permitted