

Course Unit Title:	Management of Services
Course Unit Code:	MGT310
Type of Course Unit: (Compulsory/Optional)	Optional
Level of Course Unit: (first, second or third cycle)	Bachelor (1 st Cycle)
Year of Study:	3 or 4
Semester when the unit is delivered:	5 or 6 or 8
Number of ECTS credits allocated:	6
Name of lecturer(s):	TBA
<p>Learning Outcomes of the course unit: Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Discuss the central role of services in an economy • Discuss the managerial implications of the distinctive characteristics of a service operation • Describe, with examples, how a service competes using the generic strategies of overall cost leadership and differentiation • Use the 'Service Quality Gap Model' to diagnose quality problems • Use the 'Service Encounter Triad' to describe a service firm's delivery process; discuss employee empowerment; discuss the role of customer as co producer • Construct a Project Network; illustrate the use of Gantt charts; perform Critical Path Analysis on a project network • Recommend the appropriate forecasting model (Delphi; Market survey; regression; moving averages) for a given situation 	
Mode of Delivery:	Face- to- face
Prerequisites and co-requisites:	Junior Standing
Recommended optional program components:	None

Course Contents:**Objective:**

The objective of the course is to enable students to develop their knowledge, skills and competences in the subject of Managing Services. The course examines the role of service in the economy, how services differ from manufacturing, the management of operations, marketing, and human resources, in the sector through cases and readings.

Description:

Introduction to Managing Services: Marketing, Operations and Human Resources.

The Challenge of Services:

Service Management: A Management Focus for Service Competition.

Understanding Services:

How can service businesses survive and prosper? The customer contact approach to Services; Classifying Services to gain Strategic Marketing Insights; Managing Facilitator Services; The Service delivery system, vehicle routing.

Designing and Delivering Services:

The ABCs of Service System Blueprinting; Measuring Productivity in Services; Service facility design and layout, Service facility location, Vehicle routing.

Managing Capacity and Managing Demand:

Strategies for Managing Capacity-Constrained Service Organizations; Competing with Time-Saving Service; Prescription for the Waiting-in-Line Blues: Entertain, Enlighten and Engage; Yield Management: A Tool for Capacity-Constrained Service Firms;

The Search for Service Quality:

The service encounter – The service quality.

Adding Value through Customer Service:

Designing and Managing the Customer-Service Function; The Market Power is in the Services because the value is in the Results; Breaking the Cycle of Failure in Services;

Forecasting demand to services

Managing Quenes

Queuing Models and Capacity Planning

Strategy and Integration:

The Search for Synergy: What Marketers need to know about Service Operations; Don't Change Corporate Culture-Use it; Service Under Siege: The Restructuring Imperative;

Managing Service Companies: Strategies for Success.

Managing in the Service Economy.

<p>Service Management Effectiveness: Balancing Strategy, Organisation of Human Resources, Operations and Marketing. The Service Management:</p> <p>Recent developments and contemporary issues pertaining to the subject-matter of the course.</p>											
<p>Recommended or Required Reading:</p>	<p>James A. Fitzimmons, Mona J. Fitzimmons: SERVICES MANAGEMENT , McGraw Hill (2006) Lovelock, C.H. : Principles of Service Marketing and Management. Prentice Hall, New Jersey (1999)</p> <p>P. Fieldman : Using Visual Basic, Que Publishing</p> <p>"International Journal of Service Industry Management" "Journal of Service Research"</p>										
<p>Planned learning activities and teaching methods:</p>	<table border="1"> <tr> <td>Class Instruction</td> <td>42 Hours</td> </tr> <tr> <td>Consultation</td> <td>15 Hours</td> </tr> </table>	Class Instruction	42 Hours	Consultation	15 Hours						
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<p>Assessment methods and criteria:</p>	<table border="1"> <tr> <td>Examinations</td> <td>40%</td> </tr> <tr> <td>Tutoring</td> <td>20%</td> </tr> <tr> <td>Assignments / Projects</td> <td>30%</td> </tr> <tr> <td>Class Participation</td> <td>10%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Examinations	40%	Tutoring	20%	Assignments / Projects	30%	Class Participation	10%		100%
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	100%										
<p>Language of Instruction:</p>	<p>English</p>										
<p>Work Placement(s):</p>	<p>No</p>										
<p>Place of Teaching:</p>	<p>Regular Classroom European University Cyprus, Nicosia</p>										