

Module 23

6.23.1. Services Management

Module title		Services Management								
Module NFQ level (only if an NFQ level can be demonstrated)		8								
Module number/reference		BS23								
Parent programme(s)		Bachelor of Arts (Honours) in Business Studies								
Stage of parent programme		Stage 4								
Semester (semester1/semester2 if applicable)		Semester 1								
Module credit units		ECTS								
Module credit number of units		10								
Duration of the module		One Academic Semester, 12 Weeks Teaching.								
Average (over the duration of the module) of the contact hours per week		6								
Analysis of required learning effort										
Effort while in contact with staff										
Classroom and demonstrations		Mentoring and small-group tutoring		Other (specify)		Directed e-learning (hours)	Independent learning (hours)	Other hours (specify)	Work-based learning hours of learning effort	Total effort (hours)
Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner					
48	1:40	24	1:20				178			250
Allocation of marks (within the module)										
		Continuous assessment		Supervised project		Proctored practical examination		Proctored written examination		Total
Percentage contribution		30%						70%		100%

Minimum intended module learning outcomes

On the successful completion of this module, students should be able to:

- MIMLO 23.1** Describe and discuss key theories, concepts and critical perspectives pertaining to services management and explain how effective service design and delivery can contribute to organisational objectives.
- MIMLO 23.2** Explain the concept of the service economy and articulate the role that services play in the global economy today.
- MIMLO 23.3** Delineate the key principles, tools and techniques of service design.
- MIMLO 23.4** Outline the fundamentals of service product planning and development, including the product life-cycle, growth directions, new service product development, and service product elimination.
- MIMLO 23.5** Analyse individual service business case studies, discuss and explain the reasons for their relative strengths and weaknesses, and evaluate representative service management problems.

Module content, organisation and structure

Indicative Syllabus:

Services an Overview

- Services in Context
- The Role of Services within the Economy
- Characteristics of Services.

Strategic Aspects

- Mission/ Corporate Strategy
- Functional Strategies
- Operations Strategy

Service Design

- Marketing Interface
- Specifying the Service
- Specification Parameters

Delivery Issues

- Location
- Transportation and Distribution
- Process Design and Improvement
- Measurement
- Human Resource Management

Service Product Planning and Development

- The Product Life-Cycle
- Growth Directions
- New Service Product Development
- Service Product Elimination

The Seven P's of Services

- Product
- Price
- Promotion
- Place
- People
- Process
- Physical Evidence

Competition Policy, Consumer Protection and Services

- Competition Policy
- Consumer Protection
- State Bodies/Semi State Bodies
- European Union Issues
- Complaints about Services

Productivity of Service Organisations

- Productivity in the Service Sector
- The Meaning of Productivity
- Services Productivity and Manufacturing Productivity
- Can Productivity be improved?

The Future for Services

- The Future of the Services Sector
- Influences on the Development of the Service Sector
- Priorities for those interested in Marketing Services

Reading lists and other information resources

Title	Author	Publisher	Year
Essential:			
Services Operations Management	Hope Muhlemann	Pearson Education	2007
Services Marketing European Perspectives	Chris Lovelock, Barbara Lewis, Sandra Vandermerwe	Pearson Education	2003

Recommended:			
Services Management	Van Looy, Van Dierdonck, Gemmel	Pearson Education	2003
Practical Service Level Management – Delivering High Quality Web Based Services	McConnell, J. Siegel, E.	Pearson Education	2004

REFERENCE:

JOURNALS

The Journal of Marketing
The Journal of General Management
The European Journal of Management
The Harvard Business Review
The Wall Street Journal
The Journal of Marketing Research
The Journal of Personality and Social Psychology
The Journal of Applied Psychology

CD-ROMS

The Darden Case Collection
New Cases in Management Cranfield University
American Marketing Association.