1. **Title of the module**

BUSN5200 (CB520) Service Management

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 6

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Spring

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

Optional for BSc Management, IB, Marketing

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 demonstrate familiarity with the nature of operations in services and understand how effective service design and delivery can contribute to the organisation’s objectives;

8.2 apply a variety of techniques and analysis frameworks used by service managers to help them make decisions;

8.3 understand decision making in services and its application to managing: projects and events, capacity and demand, controlling and improving quality;

8.4 utilise appropriate concepts and models for the analysis and evaluation of service management problems;

8.5 be able to investigate problems, evaluate solutions and present recommendations.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 demonstrate problem solving and decision taking skills;

9.2 demonstrate communication and writing skills;

9.3 work with complex material;

9.4 analyse problems and identify appropriate solutions;

9.5 work and study independently and utilise resources effectively;

9.6 demonstrate self-management skills.

1. **A synopsis of the curriculum**

Students will be expected to develop the ability to use appropriate techniques of analysis and enquiry within Service Management and to learn how to evaluate the alternatives and make recommendations. Indicative topics are:

* The nature of services and service strategy
* Service development and technology
* Service quality and the service encounter
* Project/Event management and control
* Managing capacity and demand in services
* Managing inventories

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Fitzsimmons, JA. and Fitzsimmons MJ., (2018 ). *Service Management: Operations, Strategy, Information Technology*, latest/ 9th Edition, McGraw-Hill.

Garner, RA. and Garner CW., (2014). *The Service Consultant: Principles of Service Management and Ownership*, 2nd edition, Cengage Learning.

Haksever, C. and Render, B. (2018). *Service and Operations Management*, Word Scientific Books

Johnston, R. ,Clark, G. and Shulver, M , (2012). *Service Operations Management: Improving Service Delivery*, 4th edition, FT Prentice Hall.

1. **Learning and teaching methods**

Total contact hours: 32

Private study hours: 118

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Online MCQ Test 1 (10%)

Online MCQ Test 2 (20%)

Examination, 2 hours (70%)

13.2 Reassessment methods

Reassessment Instrument: 100% exam

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* | *9.6* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |  |
| *Lectures* | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** | **X** |  |  |
| *Seminars/Workshops* |  | **X** | **x** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Private Study* | **X** | **X** | **X** | **X** | **X** | **x** | **X** | **X** | **X** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |
| *Online MCQ Test 1* |  | **X** |  | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** |
| *Online MCQ Test 2* |  | **X** |  | **X** | **X** | **X** | **X** |  | **X** | **X** | **X** |
| *Examination* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

This module requires students to consider and analyse complex systems relating to international service management. Certain aspects of the understanding of theories, frameworks and critical functions in the field, will be taught within an international as well as national context.

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
| 07/01/2019 | Minor | January 2020 | 1,6-7,10-16 | No |
|  |  |  |  |  |

Revised