

Module code: MOD004055	Version: 3 Date Amended: 22/Jun/2016
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1. Module Title
Service Operations Management

2a. Module Leader	2b. Department	2c. Faculty
Null	Department of Leadership and Management	Lord Ashcroft International Business School

3a. Level	3b. Module Type
4	Standard (fine graded)

4a. Credits	4b. Study Hours
30	300

5. Restrictions			
Type	Module Code	Module Name	Condition
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Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description
<p>The service sector has become an increasingly important contributor of value added to developed world economies, with increased employment in service sector businesses. The rapid and continued growth in the service sectors is providing employment opportunities for supervisors and managers. An understanding of the concepts of successfully managing service provision is essential to future managers and supervisors. Good service provision is planned, managed, executed operationally, and continually developed. This module is concerned with the design, direction, and control of facilities and processes, and activities required to deliver quality service outcomes. All functional areas of business have a role to play in service excellence, and as such we will be exploring performance contributions from Human Resources; Operations Scheduling; Quality Control; Finance and record Keeping. The module will have a comprehensive and systematic coverage of service operations. An intent of this module is to provide students with an understanding of the analysis, decision making and implement issues of managing the operational aspects of a service function. Operational decision making will include location, layout, capacity, inventory, distribution and quality assurance factors. The introduction and management of technologies in the service arena will also be addressed. Service firms have specific and unique characteristics to address, such as their personnel orientation and the direct intersection between service delivery and consumption – the moments of truth for customers and providers alike. Customers participate in the process directly. Variations in demand present challenges to operations service managers to effectively use perishable service capacity. This is associated with the production and consumption occurring simultaneously and the inability to inventory services. There will be a number of formative assessment methods upon which we may draw including: Q&A sessions in class; tutorials where students present case study analyses, These will be of the type of their presentation and final examination. There will also be a mock presentation before the final graded presentation. The summative assessments will be a presentation, a reflective report based on the presentation, and an examination, contributing a maximum of 50% in each to the final grade. The subject matter will be based on a case study distributed by the lecturer three quarters of the way through the module's delivery. Multiculturalism has been considered during the design of this module and will be considered when the assessment brief is written, and also be introduced in formative assessments and cases used to deliver the module.</p>

6b. Outline Content
<p>Indicative content will include: - The importance of services in today's economy - Unique features of services - Design of service operations - Service Quality and Continuous Improvement Models - Supply chain management in services - Managing capacity and demand - The role of technology - Revenue and Yield Management</p>

6c. Key Texts/Literature

Cachon G et. al. (2009) Matching Supply with Demand McGraw-Hill Fitzsimmons J & Fitzsimmons M (2010) Service Management: Operations, Strategy, Information Technology McGraw-Hill Haksever C et. al. (2000) Service Management and Operations Prentice Hall Johnston R, Clark G, Shulver M (2012) Service Operations Management Pearson Kaplan R. and Norton D. (1996) The Balanced Scorecard: Translating Strategy into Action Harvard Business School Press Marr B. (2012) Key Performance Indicators (KPI): The 75 Measures Every Manager Needs to Know (Financial Times Series) Senior B. and Swales S. (2010) Organizational Change FT Prentice Hall

Last Updated:

6d. Specialist Learning Resources

Students will use the resources loaded onto the College VLE A simulation of a service operations firm will be used to embed concepts in a practical applied environment The ARU e-library will be used to access journals such as: International Journal of Services and Operations Management Manufacturing and Service Operations Management Service Operations Management International Journal of Service Industry Management Portals such as those below will also be used: Emerald Insight Science Direct

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Assess and evaluate the service firm processes and systems within and between organisations
2	Knowledge and Understanding	Assess, analysis and synthesis an organisations service capabilities and competences in a variety of service sectors
3	Intellectual, practical, affective and transferrable skills	Utilise appropriate analytical and evaluative skills and communicate findings effectively
4	Intellectual, practical, affective and transferrable skills	Develop inter personal and self-management skills including time management, planning, and research

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2016/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence

Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	24	1-4	1 hours lecture per week
Other teacher managed learning	48	1-4	Two hour tutorial per week
Student managed learning	228	1-4	VLE supported activities including directed reading, case studies, and research
TOTAL:	300		

9. Assessment for the above Module Occurrence

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Practical	1-4	25 (%)	Fine Grade	30 (%)
Details:	GROUP PRESENTATION 20 MINUTES				
Group presentation 20 minutes					
011	Coursework	1-4	25 (%)	Fine Grade	30 (%)
Details:	REFLECTIVE REPORT 1500 WORDS				
Reflective report 1500 words					
012	Coursework	1-4	50 (%)	Fine Grade	30 (%)
Details:	WRITTEN ASSIGNMENT 3000 WORDS				
Written Assessment 3,000 words					

In order to pass this module, students are required to achieve an overall mark of 40%.

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment of as specified above
- (b) pass any pass/fail elements