



UNIVERSITI TEKNOLOGI MARA

ADM570: SERVICE MANAGEMENT

Course Name (English)	SERVICE MANAGEMENT APPROVED
Course Code	ADM570
MQF Credit	3
Course Description	This course examines the nature of services with the emphasis on service management in public and private sector. The management implications of services are explored and highlighted using case study, interactive lecture/lecture, flipped classroom and tutorial discussion. The contexts and the public nature of services are examined in the light of private services. Various public and private service practices based on service management concepts and tools are tested through examination and based on case study. Students require managing a group project in offering service delivery and demonstrate knowledge of leadership skill in service management.
Transferable Skills	1. Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts 2. Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving 3. Demonstrate ability to analyse issues/problems from multiple angles and make suggestions 4. Demonstrate enthusiasm, leadership and the ability to positively influence others
Teaching Methodologies	Lectures, Blended Learning, Case Study, Tutorial
CLO	CLO1 Analyse various public and private service practices and management implication based on service management concepts and tools CLO2 Demonstrate leadership skill in managing delivery based on service management concepts and tools CLO3 Manage a group project in offering service delivery based on service management concepts and tools
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Services 1.1) Definition of Service 1.2) Characteristics of Services 1.3) Factors affecting trend of rapid service growth 1.4) The size and role of the services sector	
2. Understanding Service Management in Public Sector 2.1) Definition of public service 2.2) Role of Public service 2.3) Importance of public service management	

3. The Service Concept 3.1) Marketing implication of common differences between services and goods 3.2) Marketing mix for services 3.3) Four broad categories of service (classification of service) 3.4) The Trinity Approach to service management
4. Three Stage Model of Service Consumption 4.1) Pre-purchase stage 4.2) Service attribute 4.3) Perceived risk 4.4) Service expectations 4.5) Service Encounter 4.6) Moment of truth 4.7) High contact to low contact 4.8) Servuction system 4.9) Theater as Metaphor 4.10) Post purchase
5. Element of service product 5.1) Flower of service 5.2) Service pricing 5.3) New service development (innovation)
6. Distribution of Service 6.1) Type of contact - option for service delivery 6.2) Place and time 6.3) Delivering service in cyberspace 6.4) Customer as Co-producer 6.5) Self-service technologies 6.6) Role of intermediaries
7. Planning 7.1) Supply planning 7.2) Demand planning 7.3) Demand inventory
8. Promotion and Customer Education 8.1) Role of marketing communication in services 8.2) Challenges of service communication 8.3) Marketing communication mix
9. Designing and managing service process 9.1) Flowchart of service delivery 9.2) Service blueprint
10. Managing Quality and Productivity 10.1) Defining service quality and customer satisfaction 10.2) Models of service quality 10.3) Defining and measuring productivity 10.4) Improving service productivity
11. Public Service Management Issues 11.1) Public Service Reform 11.2) Current prospect and challenges

Assessment Breakdown		%
Continuous Assessment		100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Case Study	Chapter 7 & 8	20%	CLO1
	Final Test	Chapter 2,5,6,11	20%	CLO1
	Group Project	Leadership skill	20%	CLO2
	Group Project	Managerial Skill	30%	CLO3
	Test	Chapter 1,3,4	10%	CLO1

Reading List	Recommended Text	Wirtz, J., Lovelock, C. H. 2018, <i>Essentials of Services Marketing</i> , 3rd edition Ed., Pearson
	Reference Book Resources	<ul style="list-style-type: none"> Christopher H., Lovelock C., Writz J. 2016, <i>Service Marketing: People, Technology, Strategy</i>, World Scientific Alan R. S. 2015, <i>Technology and Public Management</i>, Routledge Palmer A. 2015, <i>Principle of Service Marketing</i>, 7 edition Ed., Mac-Graw Hill Education Sanjit K. R., Dilip S. M, Bang N. 2016, <i>Service Marketing Cases in Emerging Markets: An Asian Perspective</i>, Springer Diamond J., Liddle J. 2012, <i>Emerging and Potential Trends in Public Management: An age of Austerity</i>, Emerald Loeffler B., Church B. T., 2015, <i>The Experience: The 5 Principle of Disney Service and Relationship Excellence</i>, Wiley Anil B., Deolalikar, Shika J., Pilipinas F. Q. 2015, <i>Governance in Developing Asia: Public Service Delivery and Empowerment</i>, Edward Elgar Publishing

Article/Paper List	Reference Article/Paper Resources	Public Administration Review	
		Journal of Service Marketing	

Other References	This Course does not have any other resources
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