## UNIVERSITI TEKNOLOGI MARA

**CSM551: SERVICE MANAGEMENT**

| | |
|---|---|
| **Course Name (English)** | SERVICE MANAGEMENT `APPROVED` |
| **Course Code** | CSM551 |

| | |
|---|---|
| **MQF Credit** | 4 |

| | |
|---|---|
| **Course Description** | This course places a great emphasis on service operations management, an important knowledge area that can help graduates to manage and improve the operations in service organizations. The syllabus is based on the framework of connecting, delivering, improving and implementing services to customers. The course introduces students on the basics of service concept, service operations management and its challenges, before they move on to understanding service delivery. Service delivery involves managing processes and resources that meet the desired service level demanded by customers and stakeholders. The service performance can be sustained through continuous improvement and implementation of service strategy. |

| | |
|---|---|
| **Transferable Skills** | Creative and Innovative<br>Resourceful and Responsible |

| | |
|---|---|
| **Teaching Methodologies** | Lectures, Blended Learning, Case Study, Discussion |

| | | |
|---|---|---|
| **CLO** | CLO1 | Evaluate the fundamental theories and concepts in all components of service operation management in service organization |
| | CLO2 | Adheres managerial skills related to customer experience in creating excellent service organization |
| | CLO3 | Demonstrate autonomous learning through current issues pertaining to service operation management in service organization |

| | |
|---|---|
| **Pre-Requisite Courses** | No course recommendations |

| Topics |
|---|
| **1. Introducing Service Operations**<br>1.1) Introduction to Service<br>1.2) Service Operations Management<br>1.3) Importance of Service Operations Management |
| **2. Understanding the Challenges for Service Operations Managers**<br>2.1) Strategic Challenges Faced by Service Operations Managers<br>2.2) Tactical Challenges Faced by Service Operations Managers<br>2.3) Challenges for Different Types of Services<br>2.4) Challenges for Different Types of Processes<br>2.5) Challenges in Working with Other Management Functions |
| **3. Developing and Using the Service Concept**<br>3.1) Introduction to Service Concept<br>3.2) The Importance of Service Concepts |
| **4. Managing Customer Expectations and Perceptions**<br>4.1) Customer Satisfaction<br>4.2) Expectations and Perceptions<br>4.3) Managing Expectations and Perceptions<br>4.4) How can Service Quality be Operationalized?<br>4.5) How can Managers Capture Customers' Expectations<br>4.6) How can a Service be Specified? |

**5. Managing Supply Networks and Supplier Relationships**
5.1) What are Supply Chains and Networks?
5.2) What is the Role of Information and Inventory?
5.3) How can Supply Networks be Managed?
5.4) How can Managers Develop a Global Network Strategy?

**6. Designing the Customer Experience**
6.1) What is a Customer Experience?
6.2) How can the Servicescape be Designed?
6.3) How can Managers Design the Customer Journey?
6.4) What is the Role of Technology in Developing the Customer Experience?

**7. Designing the Service Process**
7.1) Why is Service Process Design Important?
7.2) What are the Main Types of Service Process?
7.3) How can Managers 'Engineer' Service Processes?
7.4) How can Service Process be Repositioned?
7.5) How can Managers Harness Technology in Service Process Design?

**8. Measuring, Controlling and Managing Service Operations**
8.1) Why do Managers Need to Measure Things?
8.2) What Needs to be Measured?
8.3) How can Managers Measure the Customer's Perspective?
8.4) How can Managers Measure, Control and Manage the Operation?

**9. Managing Service Resources**
9.1) What is Capacity Management?
9.2) How can Managers Balance Capacity and Demand
9.3) How is Day-to-Day Planning and Control Carried Out?
9.4) How do Organizations Manage Bottlenecks and Queues?
9.5) What Happens when Managers Can't Cope with Demand?
9.6) How can Organizations Improve their Capacity Utilization?

**10. Creating and Implementing the Strategy**
10.1) What is a Service Strategy?
10.2) How can Service Provide a Competitive Advantage
10.3) How can Managers Turn Performance Objectives into Operations Priorities?
10.4) How can Strategy be Formulated and Developed?
10.5) How can a Strategy be Sustained?

| Assessment Breakdown | % |
|---|---|
| Continuous Assessment | 60.00% |
| Final Assessment | 40.00% |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
|---|---|---|---|---|
| | Case Study | Individual Assignment 1 related to the study of current issues in service operation management and present the findings with recommendation in order to align the 'information management and lifelong learning' in MQF 7 LOD | 20% | CLO3 |
| | Group Project | Group Project 1 related to making managerial decision on integrating suitable tools and technique to improve customer experience in order to align with the 'managerial and entrepreneurship skills' In MQF 8 LOD | 30% | CLO2 |
| | Presentation | Group Project 2: Present the finding in relations to the Group Project 1 | 10% | CLO2 |

| Reading List | Recommended Text | • Robert Johnston, Graham Clark, Michael Shulver, *Service Operations Management: Improving Service Delivery*, 4 Ed., Prentice Hall [ISBN: 9780273740483] |
|---|---|---|
| | Reference Book Resources | • Van Looy, B., Gemmel, P. & Van Dierdnock. R., *Services Management: An Integrated Apparach*, 3 Ed. |
| | | • Fitzsimmons, J. A., Fitzsimmons, M. J. & Bordoloi, S.K. 2014, *Service management: operations, strategy, information technology*, McGraw-Hill. New York |
| | | • Parker, D. W. 2012, *Service operations management: the total experience*, Edward Elgar Cheltenham, UK |
| | | • Haksever, G. & Render, B. 2013, *Service Management: An Integrated Approach to Supply Chain Management and Operation.;* FT Press Indianapolis |
| | | • Kandampully, J. 2012, *Service Management: The New Paradigm in Retailing*, Springer New York |

| Article/Paper List | This Course does not have any article/paper resources |
|---|---|
| Other References | This Course does not have any other resources |