

## **MANAGING SERVICES** *Business*

*Course contact hours: 45*

*Recommended credits: 6 ECTS – 3 US credits*

### **OBJECTIVES**

The service business sector has positioned itself as one of the main economic engines of first world countries (mainly in Europe and the US). This course presents an in-depth analysis of the service sector in terms of the interrelations between marketing processes, operations, logistics and human resources. Taking an international perspective, the course will evaluate and compare businesses across countries and regions in terms of efficiency, quality, personal touch and other variables.

### **REQUIREMENTS**

Fluent English

### **LEARNING OUTCOMES**

1. Understand the “world of services” and the characteristics of services as opposed to “hard” goods
2. Understand services marketing and its international dimension
3. Develop a market orientation
4. Innovate in the service industry
5. Understand the basics of Customer Relationship Management (CRM) philosophy
6. Analyze and understand services from a cross-cultural dimension

<b>Session</b>	<b>Content</b>	<b>Activity</b>
1.	Introduction - Why study services?	Lecture and exercise
2.	Understanding Service Markets, Products and Customers	Lecture and exercise
3.	Guest Speaker	Guest Speaker
4.	Pre-Purchase Stage: Need Awareness and Information Search (Best practices)	Lecture and working group
5.	Company Visit	Company Visit
6.	Consumer Behavior in a Services Context - Service Encounter and Post-Encounter Stage	Lecture and working groups
7.	Business Consulting Services	Lecture and exercise
8.	Positioning Services in Competitive Markets	Lecture and working groups
9.	Customer Loyalty	Presentations (1)
10.	Developing Service Products and Brands	Presentations (2)
11.	Branding Strategies for Services (Best practices)	Presentations (3)
12.	Review for MIDTERM EXAM	
13.	<b>MIDTERM EXAM</b>	
14.	Coworking Industry	Presentations (4)
15.	Company visit	Company visit
16.	Designing Service Processes - Developing a Service Blueprint	Lecture and working groups
17.	Best Restaurant Experience	Presentations (5)
18.	Design Thinking Workshop Part 1	Guest Speaker
19.	Design Thinking Workshop Part 2	Workshop
20.	Developing Customer Relationships	Lecture and exercise
21.	CRM Systems (Best practices)	Presentations (6)

22.	Customer Service	Video and discussion
23.	Company visit	
24.	Building a World-Class Service Organisation	Workshop
25.	FINAL PROJECTS PRESENTATIONS	
26.	FINAL PROJECTS PRESENTATIONS	
27.	FINAL PROJECTS PRESENTATIONS	

## ASSESSMENT CRITERIA

Mid-term exam (30%): The mid-term exam evaluates students on conceptual knowledge (multiple choice exam)

Group presentation: (20%) Presentations of results of market research on services

Final project (30%): This is a practical project which is conducted in teams. The students will research a service-oriented company and present the case study and appropriate strategies to improve the current situation or solve realistic problems.

Class participation (20%): It is understood that class participation includes class attendance, appropriate reading, positive and mature attitude towards the subject.

## BIBLIOGRAPHY

### Required reading:

Fitzsimmons, J.A.; Fitzsimmons, M. (2010) *Services Management: Operations, Strategy, Information Technology*, McGraw-Hill.

Lovelock, C.H; Wirtz, J. (2010) *Services Marketing*, 7th Edition, Prentice-Hall. Covey. (2004). *The Seven Habits of the highly effective people*. Franklin Covey Co.

### Recommended reading:

Kandampully, J. (2006) *Services Management*, Pearson.

Kasper, H.; van Helsdingen, P.; Gabot, M. (2006) *Services Marketing Management: A strategic perspective*, 2nd Edition, Wiley.