

COURSE OUTLINE [SERVICE MANAGEMENT]

1. GENERAL

SCHOOL	Business Administration		
ACADEMIC UNIT	Business Administration		
LEVEL OF STUDIES	Postgraduate		
COURSE CODE	DE0110	SEMESTER	A
COURSE TITLE	SERVICE MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	CREDITS	
Lectures, Essay, Presentation	3	6	
COURSE TYPE	General background (Elective)		
PREREQUISITE COURSES:	No		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes		
COURSE WEBSITE (URL)	https://www.uom.gr/mba/neo-programma-spoydon/mathmata-epiloghs-a-kai-b-eksamhnon?semester=1#undefined1		

2. LEARNING OUTCOMES

<p>Learning outcomes</p> <p>The primary objective of the course is to provide specialized knowledge and cutting-edge knowledge of the challenges/problems surrounding the management of service organizations. The aim is for students to gain a basic understanding of the challenges and opportunities faced by executives in service management. The topics are systematically analysed and the corresponding scientific developments are presented. Each course is devoted to a specific topic of Service Management and examines the activities and management challenges faced by various service organizations.</p> <p>Individual objectives of the course concern the following:</p> <ul style="list-style-type: none"> • Developing knowledge about what is happening in the area of service management. • Study of service companies that are prominent in their industry to be used as a benchmark. • Understanding the organizational importance of managing service businesses to achieve a high degree of satisfaction for internal and external customers. • Developing knowledge about opportunities related to human resource development that can contribute to the competitiveness of service enterprises. • Understanding the dimensions of service development and expansion both locally and internationally. • Understanding the factors affecting productivity and quality in the service sector. <p>Theory and practice are combined through the study of real cases in Greek and foreign service companies, cultivating the students' original thinking. Finally, the students themselves study and present, through group work, challenges and best practices in the above service management topics from leading companies in their sector, offering stimuli for their subsequent research and/or professional activity.</p>
<p>General Competences</p> <p>Upon completion of the course, the students (through both teaching and participation in assignments, case studies, presentations by executives, discussions in the context of lectures, the use of self-diagnosis tools, group activities etc) will acquire the following general abilities:</p> <ul style="list-style-type: none"> • Ability to make decisions in matters of service management • Search, analyse and synthesize data and information • Ability of creative knowledge, critical thinking and effective problem solving • Work in an international environment • Ability to better design the organizational policies, procedures and practices of the service organization. • Team work and ability to communicate with work groups. • Ability to plan the optimal management of employees.

3. SYLLABUS

The course examines service management with a focus on internal and external customer satisfaction. The material used covers operations management, marketing, strategy, human resources and related organizational topics, exploring the dimensions of successful business/service organizations. Emphasis is placed on the design and execution of the service delivery system, as well as on new service evaluation methods that have recently been successfully applied to the evaluation of schools, bank branches, etc. As the service industry has experienced significant growth globally in recent years, this course aims to help students identify business opportunities. The content of the course is attributed to the following sections:

- Introduction - Basic Features of the Services
- Service Classification Systems
- Management principles of service organizations
- Business models and service strategy
- Service Quality Management
- Building Customer Trust – Internal Marketing
- Human resources management - culture in service organisation
- Process Management / Distribution Management / Internationalization of Services
- Development of new services and entrepreneurship
- The Contribution of Technology to Services
- Presentation of individual assignments and discussion on them

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY	Live and remote lectures, guest speakers, case studies, videos, group tasks, self-diagnostic tests.	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	<ul style="list-style-type: none"> • Use of ICT in Teaching. • Learning process support through the open e-class. • Notes and educational materials etc. 	
TEACHING METHODS	<i>Activity</i>	<i>Semester workload</i>
	Lectures (Enriched Presentation)	39
	Interactive teaching (Questions - Answers, Brainstorm)	25
	Assignments	26
	Writing a study	30
	Work presentation	20
	Independent study for the final exam	30
	Course total	170 hours
STUDENT PERFORMANCE EVALUATION	<p>The total score is made up of the sum of three components:</p> <ul style="list-style-type: none"> • Written exam at the end of the semester (short answer questions, critical questions, multiple choice questions) • Elaboration of written group work • Oral presentation of work • Class participation <p>Assessment purpose: Checking understanding of the basic elements of the course.</p> <p>Evaluation criteria: The correctness, completeness, clarity and critical evaluation of the answers.</p>	

5. ATTACHED BIBLIOGRAPHY

- Fitzsimmons JA and Fitzsimmons MJ, Service Management, McGraw-Hill, 2010.
- Kasper, Hans, Piet van Helsdingen and Mark Gabbott, (2006) Services Marketing and Management: A Strategic Perspective, 2nd ed., Wiley, Chichester
- Barnes, Cindy, Helen Blake and David Pinder, (2009), Creating and Delivering Your Value Proposition: Managing Customer Experience for Profit, Kogan Page
- Davis, Mark M. and Janelle Heineke, (2003), Managing Services: Using Technology to Create Value, McGraw-Hill, Boston
- Edvardsson, Bo and Bo Enquist, (2008), Values Based Service for Sustainable Business: Lessons from IKEA, Routledge
- Grönfeldt, Svata and Judith Banks Strother, (2006), Service Leadership: The Quest for Competitive Advantage, Sage Publications
- Grönroos, Christian, (2007), Service Management and Marketing, 3rd ed., Wiley, Chichester, England
- Gustafsson, Anders and Michael D. Johnson, (2008), Competing in a Service Economy, Jossey-Bass, San Francisco
- Heskett, James L, W Earl Sasser, and Joe Wheeler, (2008) Ownership Quotient: Putting the Service Profit Chain to Work for Unbeatable Competitive Advantage, Harvard Business School Press
- Wright, J. Nevan and Peter Race (2005), The Management of Service Operations, 2nd ed, Thomson, London
- Glynn WJ and Barnes JG (Eds.), Understanding Services Management, Wiley, 1995.
- Haksever C, Murdick RG, Render B and Russell RS, Service Management and Operations, Prentice Hall, 2000.
- Γούναρης Σ., Καραντινού, Κ. (2013) Μάρκετινγκ Υπηρεσιών, Γ΄ Έκδοση, Rosili: Αθήνα

Related academic journals:

- Journal of Service Science and Management
- Journal of Service Management
- Journal of Services Marketing
- Journal of Service Theory and Practice
- Journal of Service Research
- Service Business Journal
- International Journal of Service Industry Management
- Journal of Service Management Research
- European Journal of Service Management
- International Journal of Operations and Production Management
- International Journal of Business Performance Management
- Business Process Management Journal
- Journal of Quality Technology
- International Journal of Quality & Reliability Management
- Journal of Operations Management
- International Journal of Productivity and Quality Management