

**Welcome to this semester's course on Service Management.**

In the developed world today the majority of jobs and GDP are derived from services. For most firms service is a central part of their strategy. The most advanced thinkers understand that service is not just an add-on to their products but integral to the way customers engage and consume their offerings. Customers are generally interested in the value that products and services help them create. This process of co-creation of value is at the heart of service thinking.

**Course teaching approach**

The course will be taught through my lectures, exercises in-class and the presentations you make during the course. The class will involve some presentations of case studies to explore service management related issues.

**Assessment**

This course will be assessed as follows:

<u>Action</u>	<u>Percentage of course credit</u>	<u>Notes</u>
Participation	25	Class involvement
In class presentations	35	Report and presentation both in English.
Final presentation (group)	40	Report and presentation both in English.

I look forward to meeting you and having an interesting series of classes studying service management.

Professor James Stanworth

## COURSE SCHEDULE

Class	Topic	Preparation	Notes
			Web: <a href="http://www.j--s.net">www.j--s.net</a> Password: ncue_imba
<b>3<sup>rd</sup> March</b>	<b>What is service?</b>	Introduction to Service Management Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. <i>Journal of Marketing</i> , 68, 1–17. KFC and McDonalds in Shanghai	On my website Available from the library On my website
<b>17<sup>th</sup> March</b>	<b>Listening to customers</b>	Customer complaints – and their reporting e.g., 1 Kevin Smith – too fat to fly <a href="http://gawker.com/5471463/update-the-kevin-smith-southwest-airlines-fat-flight-tweakout-of-epic-proportion">http://gawker.com/5471463/update-the-kevin-smith-southwest-airlines-fat-flight-tweakout-of-epic-proportion</a> e.g., 2 United Airlines breaks a customer’s guitar <a href="https://en.wikipedia.org/wiki/United_Breaks_Guitars">https://en.wikipedia.org/wiki/United_Breaks_Guitars</a> <a href="https://youtu.be/5YGc4zOqozo">https://youtu.be/5YGc4zOqozo</a>	See the links online
		Class slides	On my website
<b>12<sup>th</sup> May</b>	<b>Service design</b>	Reading third class	On my website
<b>26<sup>th</sup> May</b>	<b>Technology and service</b>	Reading fourth class	On my website
<b>TBA</b>	<b>Final presentation</b>		