

IMBA students: Final project – report and presentation

1.0 Introduction

This project will be your final exam. You should start working on it straight away.
The aim of this project is:

- 1.1 To apply the ideas that you have learned from Service Management to a real world situation.
- 1.2 Practice writing a management report
- 1.3 Make a short presentation in English

2.0 Written report

The management report should explain; the background, your aims, what you did, the results and your conclusions. Please note that the requirements for the layout are the same as for the mid-term project:

- The report must be given to me in our last class. It should be bound and properly presented.

3.0 The presentation

The aim of the presentation is to explain the report. You should imagine that I am a manager from a business. I do not know anything about your project. So you need to explain it slowly, step-by-step. The presentation should:

- Use PowerPoint. (Do not forget to use *words and pictures*.)
- Be presented by *one or more* of the team. Don't forget to use notes, short, simple words and to practice. When you write your presentation don't copy from your report. Make short points. It is much clearer.

4.0 Project

Design and improvement of a service.

In this project you will analyse a service business to understand how it currently delivers service and to see what it does well and where it is performing poorly. The

main parts of this project are:

1. Description of the service. Please use some of the approaches that I have described in class and you have read about. These include:

- a) The cycle of service
- b) Service flowcharting
- c) The flower of service

As a minimum the group should create a service flowchart (b). I strongly suggest that you use (a) and / or (c) too to help you. You can use the information from (a) to help find some of the problems with the service.

I also suggest that you use the same business that focused on for you mid-term project. The information in your mid-term report can be used to describe the service.

2. Analysis of the service. In this part you will present your analysis of the service. What seem to be the problems with the service and the service delivery system?

3. Recommendations for improvement. Based on part 1 and 2 make clear suggestions for improving the service. These suggestions should be based on the information you have given. You should think about the ideas from the course to help you.