

ES93Z-15 Service Design and Delivery

22/23

Department

WMG

Level

Taught Postgraduate Level

Module leader

Mairi Macintyre

Credit value

15

Module duration

2 weeks

Assessment

Multiple

Study location

University of Warwick main campus, Coventry

Description

Introductory description

To provide students with an overview of processes involved in the service industry or service function of a business. This highly interactive, award winning learning experience will cover how to design, deliver and improve service. You will learn about the different business models of service and how this impacts upon the operations of a business. The module explores tools and techniques to design new and to improve existing service. Methods to understand, meet and co-create with your customers will be discussed.

Module aims

This module aims to highlight what is different and special about managing “Service” projects, companies, programmes and the tools and techniques used in the design and management of service in industries such as banking, finance or healthcare. The course also seeks to show where tools, techniques and processes applicable to one sector may be of use in the other. The course will also address how and why a manufacturing company can transform itself into a services company.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be

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Theory, tools & techniques associated with Service including:

Definitions and classifications of service business models, Decision making considerations, service strategy development, Service dominant logic, servitisation models.

In-depth consideration of how to understand customer expectations, experience and regard for service experiences. An examination of the effective use of tools for evaluating customer experiences and will include some of the following. Design Approaches, Customer Journey Mapping, Kano model and its implication on gaining customer insights, Servitisation Methodologies, Future Trends Analysis, methods for developing creative leadership and self awareness.

Service is not limited to the Service Sector and the module will be enriched by tales from industrialists who bring rich and broad experiences in Service to the classroom.

Learning outcomes

By the end of the module, students should be able to:

- Systematically select and apply appropriate knowledge, tools and techniques to develop, manage and evaluate service businesses or the service function of a business for excellent service.
- Critically evaluate current and emerging business models and operating systems to support service-dominant thinking.
- Consider and reflect on the interaction of the psychological, practical and commercial aspects of decision-making for a service-dominant approach across a wide range of sectors
- Critically analyse, interpret and critique a given service process and advance practical improvements to it

Indicative reading list

Please see the talis Aspire link for 10 credit version: <https://rl.talis.com/3/warwick/lists/B0A9D4B5-380A-9CEB-7FD7-CF3770F39900.html>

Interdisciplinary

The nature of the subject is necessarily interdisciplinary - it is an applied subject - the core concept is a social construct inherently the definition evolves.

International

The module utilises examples from an international base and can be delivered to an international audience in different global locations,

Subject specific skills

Design Thinking, Customer Journey Mapping, Expectation analysis and evaluation, Business Analysis, Qualitative and quantitative data evaluation

Transferable skills

Critical thinking, Problem solving, Self-awareness, Communication, Teamwork and working effectively with others, Information literacy (research skills), Digital literacy, Sustainability, Ethical values, Intercultural awareness, Professionalism

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour 30 minutes (10%)
Seminars	(0%)
Supervised practical classes	10 sessions of 1 hour 30 minutes (10%)
Fieldwork	5 sessions of 1 hour 30 minutes (5%)
Online learning (scheduled sessions)	(0%)
Online learning (independent)	20 sessions of 1 hour (13%)
Private study	34 hours 30 minutes (23%)
Assessment	58 hours (39%)
Total	150 hours

Private study description

Students will be guided to relevant reading materials hosted on talis to embed learning and aid the completion of the post module assignment

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A

	Weighting	Study time
Post-module assignment	60%	48 hours

	Weighting	Study time
Academic essay required to address two questions set		
In-module group-work	10%	2 hours
In-module group mark to each group of 5 students		
In-module reflective piece	20%	6 hours
In-module submitted individual reflective piece which is 500 words or a 2 minute video		
Essay abstract	10%	2 hours
Abstract for the essay		

Assessment group R

	Weighting	Study time
Post-module resubmission assignment	100%	
A new essay question		

Feedback on assessment

Written feedback will be returned with the final marks and will identify where the student could improve, where they have done well and what elements have led to the final mark awarded. Throughout the week feedback on group performance will be offered verbally and in short written informal feedback.

Availability

Courses

This module is Core for:

- Year 1 of TWMS-H1S6 Postgraduate Taught Innovation and Entrepreneurship (Full-time)
- Year 1 of TWMS-H1SF Postgraduate Taught Service Management and Design (Full-time)

This module is Core optional for:

- TWMS-H1SB Postgraduate Taught Programme and Project Management (Full-time)
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