Course Specifications
Valid as from the academic year 2018-2019

Course size

<table>
<thead>
<tr>
<th>Credits</th>
<th>Study time</th>
<th>Contact hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.0</td>
<td>180 h</td>
<td>60.0 h</td>
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</tbody>
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Course offerings and teaching methods in academic year 2018-2019

A (semester 1) Dutch

- guided self-study 20.0 h
- lecture 20.0 h
- seminar 20.0 h

Lecturers in academic year 2018-2019

- Gemmel, Paul
  - EB23 lecturer-in-charge
- Poels, Geert
  - EB24 co-lecturer

Offered in the following programmes in 2018-2019

<table>
<thead>
<tr>
<th>Master of Science in Complementary Studies in Business</th>
<th>6</th>
<th>A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economics (main subject Business Economics)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Master of Science in Physical Education and Movement Sciences (main subject Sports Policy and Sports Management)</td>
<td>6</td>
<td>A</td>
</tr>
<tr>
<td>Master of Science in Criminological Sciences</td>
<td>6</td>
<td>A</td>
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<tr>
<td>Master of Science in Public Administration and Management</td>
<td>6</td>
<td>A</td>
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Teaching languages

- Dutch

Keywords

- Service design and management, service architecture, operational service performance, lean six sigma, capacity management, facilities management.

Position of the course

Service organisations need to respond to a growing challenge to fulfill the demands of the customers in their effort to deliver a quality service (experience). The realisation of the marketing goals of service organisations have important consequences for the (optimal) design and management of the service processes. The goal of this course is to learn students to work with models and instruments to

1. define, analyse, and optimise the service process with special attention to the role of the participating customer;
2. link business service processes with the underlying architectural layers (applications, data, IT, infrastructure), using the state-of-the-art methodologies in Enterprise Architecture;
3. measure and analyse the operational performance of service (with an emphasis on quality and productivity), and
4. develop an adequate pricing strategy in line with the business value.

Contents

1. Specific characteristics of service and the need for a clear service concept and service strategy
2. The definition and description of business processes using techniques such as process flowcharting, service blueprinting and value stream mapping.
3. Basic concepts and techniques of Enterprise Architecture
4. The design of a service-oriented business architecture
5. The development of a performance measurement system to evaluate service processes
6. Capacity management and queue management from an operations and psychological perspective
7. Lean six sigma in services: the search for waste and variability

(Approved)
8 Facilities management in services: the importance of location and the servicescape
9 Service level management and the design and use of service-level agreements in B-to-B relationships between customers and suppliers
10 Service branding and pricing

Initial competences
No specific requirements

Final competences
1 To think about service in a strategic way.
2 To map processes of service organisations.
3 To develop the underlying architecture of the business processes.
4 To evaluate the processes in terms of efficiency and quality.
5 To evaluate the application of lean and six sigma in a service context.
6 To evaluate the impact of facilities on the service experience.
7 To Evaluate the behaviour of the customer as participant in the process.
8 To formulate an adequate price for a service.
9 To acquire the requisite analytical and social skills, and attitudes to apply this knowledge in practice.

Conditions for credit contract
Access to this course unit via a credit contract is unrestricted: the student takes into consideration the conditions mentioned in 'Starting Competences'

Conditions for exam contract
Access to this course unit via an exam contract is unrestricted

Teaching methods
Guided self-study, lecture, seminar

Extra information on the teaching methods
Active and interactive method of education based on cases and the chapters of the book. The students are expected to study the book chapter via self-learning and to apply these principles on case studies which must be prepared in beforehand. Classroom participation in the case discussions is requested.

Learning materials and price
Syllabus with a number of articles and case studies. A licence fee must be paid for the cases.
In this course we use blended learning for self-study of a number of chapters in the book.
Cost 90.0 EUR

References

Course content-related study coaching
The teacher is available on request for helping students of the course. The case preparation and the case discussion support students to immediately absorb the course materials

Evaluation methods
end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period
Written examination with open questions, written examination with multiple choice questions

Examination methods in case of periodic evaluation during the second examination period
Written examination with open questions, written examination with multiple choice questions

Examination methods in case of permanent evaluation
Participation, report

Possibilities of retake in case of permanent evaluation
examination during the second examination period is possible

Extra information on the examination methods
A written examination with the aim of evaluating the ability of students to learn the specific end competences of this course. The MC questions are related to the theoretical part (book) and the cases, and the open questions to a case study which has not been discussed in the classroom. The non-periodical evaluation is related to

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the preparation for and participation in the case discussions in the classroom and online.

Calculation of the examination mark
The periodical evaluation at the end of the course is on 50% of the total points of this course. The non-periodical evaluation on 50%. Students have to participate in the assigned tasks for NPE and in the end-exam to be able to pass the exam.

Facilities for Working Students
Students who are working can prepare the case studies. There will be an alternative task if they cannot participate in the case discussions in the classroom.