

Service Optimization (F000809)

Course size (nominal values; actual values may depend on programme)
Credits 6.0 Study time 180 h Contact hrs 60.0 h

Course offerings and teaching methods in academic year 2018-2019

A (semester 2)	Dutch	integration seminar	10.0 h
		seminar	15.0 h
		guided self-study	5.0 h
		fieldwork	25.0 h
		lecture	5.0 h

Lecturers in academic year 2018-2019

Verleye, Katrien EB23 lecturer-in-charge

Offered in the following programmes in 2018-2019

	crdts	offering
Master of Science in Complementary Studies in Business Economics (main subject Business Economics)	6	A
Master of Science in Public Administration and Management	6	A

Teaching languages

Dutch

Keywords

service management, service optimisation, design and management of service processes, service implementation

Position of the course

To function in a service economy, future managers do not only need to have insight in different service concepts but they also need to be able to apply these concepts in an integrated way. The aim of this course is to apply and integrate the service concepts in order to prepare future managers for managing and optimizing services, service processes, and service organizations.

Contents

This course consists of three modules. Module I consists of lectures, guided self-study, and seminars (week 1 to 4). During the lectures, various aspects of the design and implementation of services are illustrated by means of testimonials (e.g., servitization, capacity management, lean management, service remodelling, experience management). After these lectures, students independently analyze the testimonials based on the course materials associated with service design and implementation by means of a processing task. During the seminars, students discuss their analyses of the testimonials and reflect upon optimization proposals. Module II consists of fieldwork (week 5 to 8). The students are divided in small groups and analyze the service in a self-selected organization by means of interviews with customers and employees and the service blueprinting technique. The results of the analyses are presented in an intermediate report. Based on these analyses, they formulate optimization proposals, which are discussed with the field. The students make a final report of the analyses, optimization proposals, and feedback of the field. Module III is an integration seminar, which focuses on the implications of optimizations of services for the customer and the organization (week 9 to 11). The students participate in small groups in a business game, where they formulate and implement a service management strategy. After the business game, the students critically reflect upon the implemented strategy. The students give an oral presentation of their implemented strategy and critical reflections.

Initial competences

It is strongly recommended to take the course "Service Design" and/or "Service Implementation". This course builds on some of the final competencies of these courses.

Final competences

- 1 make a thorough analysis of services, service processes, and service organizations in terms of design and management
- 2 formulate optimization proposals in terms of design and management of services, service processes, and service organizations
- 3 collaborate with the field to implement optimization proposals in relation to design and management of services, service processes, and service organizations
- 4 judge and critically reflect upon the implications of changes in terms of design and management for the customer and the organization
- 5 develop a strategic plan in terms of service management that takes the customer and the organization into account
- 6 continuously adjust and improve services, service processes and service organizations

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Guided self-study, lecture, integration seminar, fieldwork, seminar

Learning materials and price

Presentations lectures and additional journal articles which are downloadable via Minerva. Textbook: Gemmel, P., Van Looy, B., Van Dierdonck, R. (2013). Service Management: an Integrated Approach, Pearson Education Limited.

References

Course content-related study coaching

During the seminars in Module I, an active and interactive teaching method is used, by which students are supposed to have run through the course material and participate actively through critical reflection about their processing task. During the fieldwork in Module II, the groups can get weekly feedback from the teacher and they also get feedback on their intermediate report. For the integration seminar in Module III, groups can contact the teacher by e-mail and each group gets intermediate feedback.

Evaluation methods

continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Examination methods in case of periodic evaluation during the second examination period

Examination methods in case of permanent evaluation

Oral examination, participation, peer assessment, report

Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible in modified form

Extra information on the examination methods

In Module I, students are evaluated based on their processing task and their participation during the seminar (7 out of 20 points).

In Module II, students are evaluated based on their report and peer-evaluation (7 out of 20 points).

In Module III, students are evaluated based on their presentation and peer-evaluation (6 out of 20 points).

Calculation of the examination mark

Module I: 7 out of 20 points

Module II: 7 out of 20 points

Module III: 6 out of 20 points

Students have to participate in each module to pass this course.

Facilities for Working Students

Students with a working statute can ask for an alternative assignment for Module I

(please contact the professors).

With respect to Module II, the students can opt to make the assignment individually or to work in smaller groups (of working students) (please contact the professors).

With respect of Module III, the business game can be played individually or in smaller groups as well. Moreover, you can participate in the game by logging in with the software server from outside the university. Communication and feedback will be given by email. The timing and deadlines of the different episodes of the business game apply to all students (including the working students).