

Group: IMTH

Degree: Master

Course: Research in Service Management

- 1. Credits: 3**
- 2. Grade & Semester: First year, first semester**
- 3. Prerequisites: N/A**
- 4. Course objectives:**

This course aims to study ‘breakthrough’ services in order to understand the operations of successful service firms, which can serve as benchmarks for future management practices in order to develop an understanding of the state of the art of service management thinking. The course will further develop an awareness of the opportunities that information technology can have for enhancing service firms’ competitiveness. Moreover, this course aims to help students to appreciate the organizational significance of managing the service encounter to achieve internal and external customer satisfaction and to understand new service development from both a product and process perspective and the dimensions of service growth and expansion both domestically and internationally. Finally, this course aims to foster in students an appreciation of the complexities associated with implementing change in a service business.

- 5. Course description/outline:**

This course explores the dimensions of successful service firms. It prepares students for enlightened management and suggests creative entrepreneurial opportunities. Outstanding service organizations are managed differently than their ‘merely good’ counterparts. The actions taught in the course are based on completely different assumptions about the way success is achieved in service organizations. The course will highlight how results can be measured not only in terms of conventional measures of performance but also through the enthusiasm of the employees and level of customer satisfaction. Beginning with the service encounter, service managers must blend marketing, technology, people and information to achieve a distinctive competitive advantage. Overall, this course will study service management from an integrated viewpoint with a focus on customer satisfaction. The material will integrate operations, marketing, strategy, information technology and organizational issues. Finally, as the service

sector is the fastest-growing sector of the economy, this course is intended to help students discover which entrepreneurial opportunities exist for them.