

ES93Z-10 Service Design & Delivery

20/21

Department

WMG

Level

Taught Postgraduate Level

Module leader

Mairi Macintyre

Credit value

10

Module duration

1 week

Assessment

100% coursework

Study locations

University of Warwick main campus, Coventry Primary

Chulalongkorn University, Thailand

Hong Kong Vocational Training Council, Hong Kong

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, delivery 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 covered. Actual sessions held may differ.

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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 understanding 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 it's 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.
- Demonstrate awareness of current and emerging business models and operating systems to support service-dominant thinking.
- Examine and consider 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

[View reading list on Talis Aspire](#)

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	14 sessions of 1 hour 30 minutes (21%)
Supervised practical classes	14 sessions of 1 hour 30 minutes (21%)
Assessment	58 hours (58%)
Total	100 hours

Private study description

No private study requirements defined for this module.

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 A1

	Weighting	Study time
Group Work, Reflection, Abstract, Essay	100%	58 hours
In-module group mark to each group of 5 students	10%	
In-module submitted individual reflective piece which is 500 words or a 2 minute video	20%	
Academic essay required to address two questions set	60%	
Abstract for the essay	10%	

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 Optional for:

- Year 1 of TESS-H1ZW Postgraduate Taught Programme and Project Management

This module is Core option list A for:

- Year 1 of TWMS-H1Y8 Postgraduate Taught Service Management and Design

This module is Core option list B for:

- Year 1 of TESS-H1PT Postgraduate Taught Engineering Business Management (Awarded Jointly with Hong Kong Polytechnic Uni)

This module is Core option list C for:

- Year 1 of TWMS-H7BF Postgraduate Supply Chain and Logistics Management (Hong Kong)
- Year 1 of TWMS-H7BG Postgraduate Supply Chain and Logistics Management (awarded jointly with Hong Kong Polytechnic University)
- Year 1 of TESS-H7PE Postgraduate Taught Supply Chain and Logistics Management (Overseas and Self-Financing)
- Year 1 of TESS-H7PN Postgraduate Taught Supply Chain and Logistics Management (Thailand)

This module is Option list A for:

- Year 1 of TESS-H1PU Postgraduate Taught International Technology Management

This module is Option list B for:

- Year 1 of TESS-H1P2 Postgraduate Award in Engineering Business Management
- Year 1 of TESS-H1X0 Postgraduate Award in Taught Engineering Business Management (Hong Kong)
- Year 1 of TESA-H1P7 Postgraduate Taught Engineering Business Management
- Year 1 of TESS-H1P1 Postgraduate Taught Engineering Business Management
- Year 1 of TESS-H1P3 Postgraduate Taught Engineering Business Management (Hong Kong) Warwick Award
- Year 1 of TESS-H1PI Postgraduate Taught Engineering Business Management (Thailand)
- Year 1 of TESS-H1X6 Postgraduate Taught Programme and Project Management

This module is Option list C for:

- Year 1 of TESS-H1X0 Postgraduate Award in Taught Engineering Business Management (Hong Kong)

- Year 1 of TWMA-H1NB Postgraduate International Trade, Strategy and Operations
- Year 1 of TESA-H7PD Postgraduate Taught Supply Chain and Logistics Management (Home Fees)