WM047-10 Service Support Technologies

21/22

Department
   WMG
Level
   Taught Postgraduate Level
Module leader
   Devon Allcoat
Credit value
   10
Module duration
   1 week
Assessment
   Multiple
Study location
   University of Warwick main campus, Coventry

Description

Introductory description

Service organisations today are becoming increasingly reliant on technologies to provide competitive advantage either by embedding these technologies in the services they offer or by enabling the organisation to become more efficient.

This module explores how current and emerging technologies are identified, selected and adopted by service organisations, and examines how to make decisions that will have a positive impact from a wider stakeholder perspective.

[Module web page](#)

Module aims

This module aims to equip learners with the requisite knowledge and skills required to identify, select and manage technologies to support service businesses and organisations, and also those organisations looking to servitise their business.

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.

Theory, tools & techniques associated with technology including:

- Definitions and classifications of service technologies
  –Decision making considerations & technology strategy development
  – Frameworks, tools and behaviours for managing technologies
  – Technology road mapping
  – Impact of technology

In-depth look at some important emerging technologies for service organisations. An examination will be made of some of the technologies will take place and will include some of the following: Big Data & Predictive technology; Social networking; Clouds computing; Crowd sourcing; The Internet of Things; AR/VR/MR; Artificial Intelligence; CyberSecurity; Mobile Apps.

Various case studies will be explored to look at technology in practice. Two case studies will be used in the module, to embed the learning . In addition, speakers from industry and business will demonstrate the application of technologies to enable or improve services. These may include appropriate technology, tele-healthcare; low carbon energy; financial technologies.

Learning outcomes

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

- Demonstrate awareness of current and emerging technologies and the role of technology in delivering and supporting service businesses
- Systematically select and apply appropriate knowledge, tools and techniques to develop, manage and evaluate service support technologies to enable excellent service provision
- Examine and consider the interaction of the psychological, practical and commercial aspects of decision-making for service support technologies across a wide range of sectors
- Critically analyse the role of technology in service and evaluate the wider impact of associated technology decisions

Indicative reading list

- Strategic management of technological innovation, Melissa A. Schilling 2017
- Technology roadmapping, Tugrul Unsal Daim; Terry Oliver; Robert Phaal 2018
- Made to Serve: How Manufacturers Can Compete Through Servitization, Timothy Baines; Howard Lightfoot 2013

View reading list on Talis Aspire

Subject specific skills

technology literacy & awareness
technology decision-making
business analysis
stakeholder analysis

Transferable skills

communication skills
team working
adaptability
decision making
critical thinking
problem solving
leadership
creativity & innovation
time management

Study

Study time

Type	Required
Lectures	22 sessions of 1 hour (22%)
Seminars	(0%)
Tutorials	14 sessions of 1 hour (14%)
Online learning (independent)	10 sessions of 1 hour (10%)
Assessment	54 hours (54%)
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 must pass all assessment components to pass the module.

Assessment group A2

	Weighting	Study time
Assessed work as specified by department	100%	54 hours

	Weighting	**Study time**

25% weight: in module case studies - Alstom and Rocado (12 hours total prep/completion). No self-certification.

- Alstom - 4 hours group analysis and discussion, 1 hour preparation for presentation
- Rocado - 6 hours group analysis and discussion, 1 hour preparation for presentations

5% weight multiple choice quiz: Technology Clips Quiz (1 hour total prep/completion); 20 multiple choice questions to answer following approx 60 minutes of watching technology clips videos. 2 attempts are allowed. No self-certification.

10% weight: Self-Guided Learning Quiz - 20 multiple choice questions to answer questions from the self-guided learning materials. 1 hour. 2 attempts are allowed. No self-certification.

60% weight: PMA - one question from a choice of two; 3000 words; 35 hours total prep/completion; eligible for self-certification for extension

Assessment group R1

	Weighting	**Study time**
PMA written component one question from a choice of two.	100%	

Feedback on assessment

Written feedback will be provided in a report for all Post Module assignments
A consolidated mark of all the assessment components, representing a total out of 100%, will be provided.

Availability

Courses

This module is Core for:

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

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 D for:

- Year 1 of TWMS-H7BG Postgraduate Supply Chain and Logistics Management (awarded jointly with Hong Kong Polytechnic University)

This module is Option list A for:

- Year 1 of TESS-H1P2 Postgraduate Award in Engineering Business Management
- Year 1 of TESA-H1P7 Postgraduate Taught Engineering Business Management
- Year 1 of TESS-H1P1 Postgraduate Taught Engineering Business Management
- Year 1 of TESS-H1PI Postgraduate Taught Engineering Business Management (Thailand)
- Year 1 of TESS-H1PU Postgraduate Taught International Technology Management

This module is Option list B for:

- Year 1 of TESS-H1X6 Postgraduate Taught Programme and Project Management

This module is Option list D for:

- Year 1 of TESA-H7PD Postgraduate Taught Supply Chain and Logistics Management (Home Fees)
- Year 1 of TESS-H7PE Postgraduate Taught Supply Chain and Logistics Management (Overseas and Self-Financing)