



Services Management (ESMT) 614

Services Management (Revision 1)

Status:

Replaced with new revision, see the [course listing](#) for the current revision

Delivery mode:

Cohort-based, Paced and Online with [eText](#)

Credits:

3

Area of study:

Business

Prerequisites:

Students must have successfully completed Phase 1 of the MBA program before taking this course.

Precluded:

None

Faculty:

[Faculty of Business](#)

Academic Area Manager:

Anshuman Khare, PhD

Overview

Services lie at the hub of economic activity in many societies. In our society, and in that of other industrialized economies, the service sector employs a large and growing proportion of the work force. As a result, managers must learn how a service strategy can contribute to a competitive advantage for their organizations. This course focuses on three basic themes:

- The customer is a participant in the service-delivery process (customer as co-producer).
- In services-producing (as opposed to goods-producing) firms, marketing and operations are quite closely linked. Service provider personnel perform both marketing and operations functions. Thus, strategic planning in services must involve both marketing and operations. Moreover, people issues related to customer contact are critical for success in services.
- Information technology has an important role in service design, promotion, productivity, and quality improvement.

Outline

This course is divided into eight lessons.


- **Week 1:** Service Sector and Service Strategy
- **Week 2:** New Service Development and Innovation
- **Week 3:** Servicescapes and Service Quality
- **Week 4:** Service Improvement and Service Facility Location
- **Week 5:** Service Supply Relationships and Globalization of Services
- **Week 6:** Managing Capacity—Demand and Waiting Lines
- **Week 7:** Capacity Planning and Forecasting
- **Week 8:** Service Inventory

Learning outcomes

The objectives of this course are:

- Learn how to identify opportunities for customer service improvement and cost reduction in the service industries.
- Develop a strategic vision of services which includes sustainability and current technology.
- Design the service enterprise to support a competitive strategy.
- Understand the use of quantitative models and other tools to support quality and productivity improvements in service industries.

Materials

Bordoloi, S. K., Fitzsimmons, J. A., & Fitzsimmons, M. J. (2023). *Service management: Operations, strategy, information technology* (10th ed.). McGraw-Hill Irwin.  (eText)

eText

Registration in this course includes an electronic textbook. For more information on **electronic textbooks** [↗](#), please refer to our **eText Initiative site** [↗](#).

Other resources

All other course materials will be accessed online.

Evaluation

Your grade will be based on your participation in group discussions (discussion questions, coach's questions, and a case study) and on the successful completion of two assignments.

Please Note: This course has a limit of five posts (excluding the initial post and the weekly summary) each week. Students are required to pace their five posts over a period of at least three days of the week to encourage thoughtful discussion. Non-compliance will lead to a grade penalty. Please consider this before registering for the course.

Component	Marks
Group Activities <ul style="list-style-type: none"> • Discussions—Weeks 1, 2, 3, 5, and 6 are graded (50%) • Case Study (group grade)—due Week 7 (10%) 	60%
Individual Work <ul style="list-style-type: none"> • Assignment 1 (10%) • Assignment 2 (30%) 	40%
Total	100%

To receive a passing grade in this course, you must meet these minimum standards:

- receive a minimum of 60% on the participation component; and
- receive an average grade of 60% over all course components.

Important links

- › [Graduate Diploma in Management \(GDM\)](#) 
- › [Contact an Advisor](#) 
- › [Master of Business Administration](#) 
- › [Accelerated MBA for Executives](#) 
- › [MBA for Accountants](#) 
- › [MBA for Health Leaders](#) 
- › [MBA for Supply Chain Management](#) 

Athabasca University reserves the right to amend course outlines occasionally and without notice. Courses offered by other delivery methods may vary from their individualized study counterparts.

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