



Faculty of Management and Finance

Bachelor of Business Administration Honours in Business Management Degree Programme

Course Unit Information Sheet

Course Code		MGT 41243			
Course Name		Service Management			
Semester		4000 Level Semester I			
Credit Value	3	Core/Optional	Core	GPA/NGPA	GPA
Hourly Breakdown		Lectures	Practical	Independent Learning	
		45 Hours	-	105 Hours	
Course Description					
The Service Management course offers students a comprehensive understanding of the principles, practices, and strategies associated with the management of service-oriented enterprises. This course offers students the opportunity to acquire knowledge and understanding of various aspects related to service processes, including the roles played by individuals and technology, pricing strategies, and the importance of physical evidence within the context of services. Additionally, the course delves into the strategies that service organizations can employ to expand, adjust, and foster innovation within a constantly evolving and highly competitive market.					
Intended Learning Outcomes				PLO Alignment	
Upon completion of this course unit, the students will be able to,					
1. Explain the nature of service management and its importance in the modern business environment				1,2	
2. Explain services as processes and apply process-oriented thinking to service design and delivery.				1,3	
3. Assess strategies for developing and managing a workforce that enhances service quality.				6,7	
4. Assess the role of technology, e-services, and technology-based services in enhancing service quality and productivity.				21,22,23	
5. Assess the importance of the Servicescape and its influence on the customer experience.				13,20	
6. Evaluate appropriate pricing strategies for services and distribution strategies.				21,22,23	
7. Evaluate growth strategies for service firms, including expansion, diversification, and service internationalization strategies.				18,20,21	
Course Content				Hours	ILOs
1. Nature of services				3	1
2. Nature of service management				3	1
3. Services as processes				3	2
4. The role of people: structure and competences				3	3

5. The role of technology: e-services and technology-based services	3	4
6. The role of physical evidence: the Servicescape	3	5
7. Pricing and revenue management	3	6
8. Service quality management	3	3,4
9. Management of productivity and time	3	3,4
10. Delivering services	6	6
11. Service innovation	6	7
12. Growth strategies for service firms	3	7
13. Service internationalisation	3	7
Teaching Methods		
Lectures, Group discussions, Workshops and Seminars		
Assessment Methods		
In-course Assessments 30 %	Final Examination 70 %	Total 100%
Recommended Reading		
1. Gemmel, P., Van Looy, B., & Dierdonck, R., <i>Service Management: An Integrated Approach</i> . Pearson Education. /The latest edition		