

| Module Details |                                            |
|----------------|--------------------------------------------|
| Module Title   | Service Operations Management (In Company) |
| Module Code    | OIM6010-B                                  |
| Academic Year  | 2021/2                                     |
| Credits        | 20                                         |
| School         | School of Management                       |
| FHEQ Level     | FHEQ Level 6                               |

| Contact Hours  |       |
|----------------|-------|
| Type           | Hours |
| Lectures       | 12    |
| Tutorials      | 12    |
| Directed Study | 176   |

| Availability |                                     |
|--------------|-------------------------------------|
| Occurrence   | Location / Period                   |
| BDA          | University of Bradford / Semester 2 |

| Module Aims                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>This module is designed to provide students with the knowledge and skills to develop and apply business models/strategies to service operations in order to manage them effectively.</p> <p>By the end of the module students should be conversant with the characteristics of organisations (or parts of organisations) which produce services instead of tangible goods and be able to critically examine and suggest informed solutions for the problems which arise because of the nature of services.</p> <p>In this module students will be expected to undertake personal research in the service industry which deepens their understanding of both theory and practice but also hones developing research skills to enable them to understand service design and provision in contemporary society.</p> |

## Outline Syllabus

The service concept and characteristics;  
Service strategy;  
Service design and delivery;  
Service quality;  
Managing service operations;  
Service performance - measurement and management;  
Service technology;  
Innovation in services;  
Sustainability in services - how services can adapt triple bottom line approach in their operations;  
Globalisation of services;  
World Class Service Operations;  
Servicisation;  
Services in future.

## Learning Outcomes

| Outcome Number | Description                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 01             | 1.1 Recognise operational issues as applied to both services and manufacturing in contemporary organisations. 1.2 Research and synthesise data regarding service operations management and its effects. 1.3 Demonstrate understanding of the complex relationships of the different activities of a business, recognise emerging best practice (operational) and to adopt a holistic approach to service requirements.                             |
| 02             | 2.1 Understand, critically review and apply principles and concepts raised in the course of the module to service operations. 2.2 Apply validated operational best practice to businesses to determine how they affect operational performance. 2.3 Assess pertinent operational models against defined key performance indicators.                                                                                                                |
| 03             | 3.1 Demonstrate interpretive and analytical skills through tutorial sessions and formative and summative assessment. 3.2 Demonstrate effective listening, oral and written communication of complex ideas and arguments using a range of media, including the preparation of a final operational appraisal (assignment). 3.3 Demonstrate your effectiveness in working as part of a team in developing and managing group discussions (tutorials). |

## Learning, Teaching and Assessment Strategy

Formal taught sessions will be supported by on-line resources and specific support from the sponsoring organisation as appropriate. Learning will be directed through lectures, set tasks within the workplace and tutorial sessions. During all sessions, students will be exposed to current research and thinking in the concept of service operations and their management. Lectures will explore current concepts and theories applicable to both disciplines of Operations Management generically and as applied directly to service operations.

These sessions will introduce students to real life situations and thinking, which will be complemented by student-led tutorial sessions. Students will be asked to consider the future of service provision and ascertain the impact of global change and the challenges this will bring to the management of service operations. The tuition, discussions and guidance given will encourage and facilitate students to critically review appropriate literature and best practice within service operations; to develop appropriate models based on the evidence available and to demonstrate how the models satisfy the operational demands of services management and their sustainability.

All lectures and tutorials sessions will provide students with opportunity to appreciate and use the information as applied to contemporary operational issues (Learning Outcomes 1.1, 1.2, 2.1, 2.2, 2.3, 3.1 and 3.2).

The lectures will be complemented and enhanced by multi-media demonstrating the applicability of the material to businesses today (Learning Outcomes 1.1, 1.2, 1.3, 2.1, 2.2 and 2.3).

Directed study will encourage students to read a broader range of sources to deepen their understanding of the subject matter from relevant credible sources (Learning Outcomes 2.1, 2.2, 2.3 and 3.1). This will be facilitated by the directed reading list but also provision of external links and documents on the VLE site

Formative qualitative feedback will be provided to students in accordance with a pre-agreed schedule shown in the module handbook.

The assessment is focused on the application of the concepts explored and discussed within the lecture and tutorial environment.. Students will be assessed via an individual assignment (learning outcome 1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 3.1, 3.2).

Coursework will involve an element of reflective writing.

### Mode of Assessment

| Type      | Method               | Description                      | Weighting |
|-----------|----------------------|----------------------------------|-----------|
| Summative | Coursework - Written | Individual Assignment 4000 words | 100%      |

### Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>

#### *Please note:*

*This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.*