

Liverpool John Moores University

Title: SERVICE SCIENCE
Status: Definitive
Code: **6500ST** (107500)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Isle of Man International Business School

Team	Leader
Alex Watt	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 26.00
Total Learning Hours: 120
Private Study: 94

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12.000
Tutorial	12.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	60.0	2.00
Essay	AS2	Coursework	40.0	

Aims

The aim of this module is to revisit service management from a technical perspective by providing an overview of recent developments in service science.

Learning Outcomes

After completing the module the student should be able to:

- 1 Measure service productivity and identify strategies for performance improvements.
- 2 Appreciate the different mechanisms for growth and expansion in the service sector.
- 3 Appreciate service science as a managerial problem solving approach, and be familiar with the various techniques of service science.
- 4 Design processes for service provision.
- 5 Evaluate, or make recommendations, for the location of service facilities.
- 6 Design queuing systems.
- 7 Understand the principles of yield management.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

EXAM	1	2	3	4	5	6	7
ESSAY	1	5					

Outline Syllabus

Topic 1: Productivity, technology, and service science

Topic 2: Growth and globalisation of services

Topic 3: Supporting facilities – location and layout

Topic 4: Service process design

Topic 5: Forecasting demand for services

Topic 6: Managing capacity and demand

Topic 7: Service scheduling

Topic 8: Waiting lines: managerial considerations

Topic 9: Waiting lines: mathematical models

Topic 10: Managing facilitating goods

Topic 11: Review

Learning Activities

A one hour lecture and a one hour tutorial each week.

References

Course Material	Book
Author	Fitzsimmons, J A and Fitzsimmons, M J
Publishing Year	2007
Title	Service Management
Subtitle	
Edition	
Publisher	6th edition, McGraw Hill, New York
ISBN	

Course Material	Book
Author	Hefley, B and Murphy, W
Publishing Year	2008
Title	Service Science, Management and Engineering
Subtitle	
Edition	
Publisher	Springer-Verlag
ISBN	

Course Material	Book
Author	Koumpis, A
Publishing Year	2009
Title	Service Science for Socio-Economical and Information Systems Advancement
Subtitle	
Edition	
Publisher	Information Science Reference
ISBN	

Course Material	Book
Author	Taylor, R and Tofts, C
Publishing Year	2009
Title	Managing Complex Service Systems
Subtitle	
Edition	
Publisher	Springer
ISBN	

Notes

This final year module concentrates on technical aspects of service management and is intended to students wishing to develop hands-on technical skills for work in the service industry.