

## Liverpool John Moores University

Title: MANAGING SERVICES  
Status: Definitive  
Code: **6503SM** (107495)  
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: Semester 1

Component	Contact Hours
Lecture	12.000
Tutorial	12.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Examination	50.0	2.00
Essay	AS2	Coursework	50.0	

### Aims

*The aim of this module is to prepare students to working in the service sector by familiarising them with the*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Discuss the rise of the tertiary sectors, and the role of this sector in today's economies.
- 2 Reflect on possible future evolution and trends within the service sector.
- 3 Distinguish different service activities and service provision contexts.
- 4 Formulate a service strategy and design new services.
- 5 Appreciate the operational challenges of customer contact.
- 6 Evaluate, measure, and improve service quality.
- 7 Formulate a plan and define actions for service recovery.

## Learning Outcomes of Assessments

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

EXAM	1	2	3	4	5	6	7
ESSAY	6	7					

## Outline Syllabus

- Topic 1: The role of services in an economy*
- Topic 2: The natures of services (classification)*
- Topic 3: Service Strategy*
- Topic 4: New service development*
- Topic 5: The service encounter*
- Topic 6: Service quality definitions and models*
- Topic 7: Measuring service quality*
- Topic 8: Complaint management*
- Topic 9: Service recovery*
- Topic 10: Service quality, customer satisfaction and loyalty*
- Topic 11: Review*

## Learning Activities

Lectures, tutorials and learning activities.

## References

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

<b>Course Material</b>	Book
<b>Author</b>	Haksever, C, Render, B, Russell, R S and Murdick, R G
<b>Publishing Year</b>	2000
<b>Title</b>	Service Management and Operations
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	2nd edition, Prentice-Hall, New Jersey ISBN 0-13-081338-9
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Van Looy, B, Gemmel, P and Van Dierdonck, R
<b>Publishing Year</b>	2003
<b>Title</b>	Services Management
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	2nd edition, Pearson, Harlow, Essex ISBN 0-273-67353-X
<b>ISBN</b>	

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### Notes

This module is to provide an understanding of as well as to prepare students to work in the service sector.