

## Liverpool John Moores University

Title: SERVICE MANAGEMENT  
Status: Definitive  
Code: **7416BEPGDL** (123520)  
Version Start Date: 01-08-2020

Owning School/Faculty: Civil Engineering and Built Environment  
Teaching School/Faculty: Civil Engineering and Built Environment

Team	Leader
Matthew Tucker	Y

**Academic Level:** FHEQ7  
**Credit Value:** 20  
**Total Delivered Hours:** 22  
**Total Learning Hours:** 200  
**Private Study:** 178

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Online	22

**Grading Basis:** 50 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Business case scenario	50	
Report	AS2	Strategy-based scenario	50	

### Aims

*This module aims to enable students to develop and implement strategies for improving customer service and relationships. It enables the learner to be able to motivate, engage and empower staff to optimise the capabilities and opportunities for enhancing the relationships both internally and externally across the business.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Develop, implement and critically review strategies for improving performance measurement, customer service and customer relationships
- 2 Motivate, engage and empower staff within the facilities management function
- 3 Apply appropriate leadership and management styles to encourage customer satisfaction and engagement
- 4 Critically analyse and interpret the wider context that affect relationships with colleagues stakeholders, suppliers and specialists

### **Learning Outcomes of Assessments**

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

Report 1	3	1
Report 2	2	4

### **Outline Syllabus**

*Stakeholders in facilities management*

*Management of internal and external customer relationships*

*Key issues that define a service culture*

*Techniques, concepts, principles and theories of customer relationship management*

*Assessing customer requirements and satisfaction levels*

*Collaborative innovation*

*Theories, models and styles of leadership and leadership styles common to facilities management sector*

*Challenges including conflict, diversity and inclusion issues within an organisation*

*Methods and techniques for motivating, rewarding, influencing and persuading people*

*How to utilize personal performance feedback from subordinates peers, customers and other stakeholders.*

*The organisational benefits and how to create a culture which encourages and recognises creativity and innovation*

*Professional standards of conduct*

### **Learning Activities**

The module will be delivered via a series of pre-recorded lectures which are archived in the virtual learning environment supported by live on-line seminars and formative learning tasks.

### **Notes**

The key themes covered in this module include customer service and relationships, motivation, engagement and empowerment of staff to optimise the capabilities and

opportunities for enhancing the relationships both internally and externally across the business.