



MODULE SPECIFICATION

Part 1: Information			
Module Title	Service Operations		
Module Code	UMMDP4-15-2	Level	2
For implementation from	September 2018		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Operations and Information Management
Department	BBS: Business and Management		
Contributes towards	BA (Hons) Business Management with Marketing, BA (Hons) Marketing, BA (Hons) Marketing Communications,		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	UMMDP3-15-2; UMMDNX-15-2, UMMD7L-15-2; UMMD7K-15-2; UMMDDG-15-2		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>This module will provide you with the essential knowledge and practical understanding of the tools and techniques businesses use to manage service operations. The aims of the module are to:</p> <ul style="list-style-type: none"> • Introduce the key tools and techniques of service operations management • Understand the role of service operations in gaining competitive advantage • Consider the growing importance of service operations to both service and manufacturing organisations <p>Outline Of Syllabus</p> <p>The indicative syllabus will include the current approaches to managing service operations and how these help businesses compete in the contemporary business environment:</p> <ul style="list-style-type: none"> • Service design, management and improvement • Capacity and demand management • Measuring performance • Service failure and recovery • Service quality • Service supply chains <p>Module delivery will be based on 3hrs per week contact time. This will include both formal lectures and small group tutorials. Students will be expected to undertake guided tasks each week, which may include case study analysis, relevant readings, media or field research, to maximise the benefits and impact of the in-class sessions.</p>

Part 3: Assessment

The module assessment comprises two components, which are equally weighted, as follows:

1. Written assignment (50%)
2. Exam (50%)

This mix of assessment offers the students a chance to perform under both controlled and open conditions and therefore appeals to a range of learning styles. The assessment regime has been designed so that it complements the assessment profiles of the relevant programmes in which this module sits.

The written assignment will be focused around applying essential operations concepts in a service setting (LOs 1-3). Guidance and formative feedback opportunities for the written assignment will be offered in the tutorial sessions. Marking criteria will be specified in the module handbook and will be reviewed annually to ensure they continue to reflect the learning outcomes and overall assessment strategy.

The end of module examination will test essential knowledge and understanding of relevant topics, along with requiring critical analysis of relevant issues and/or evaluation of real world problems (LOs 1, 4-5).

Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	A: 50%	B: 50%

First Sit

Component A (controlled conditions) Description of each element	Element weighting
1. Exam (2hrs)	100%
Component B Description of each element	Element weighting
1. Written Assignment (1500 words)	100%
Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting
2. Exam (2hrs)	100%
Component B Description of each element	Element weighting
2. Written Assignment (1500 words)	100%

Part 4: Learning Outcomes & KIS Data

Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. understand the nature and practices of service operations Management (Components A & B) 2. apply appropriate operational tools and techniques for delivering and improving service quality (Component B) 3. present analytical findings clearly (Component B) 4. analyse services using relevant operations concepts (Component A) 5. evaluate current approaches to improving service operations (Component A)
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Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4">Number of credits for this module</td> <td>15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> </tr> </tbody> </table>	Key Information Set - Module data					Number of credits for this module				15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150
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Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																				
Total Assessment	<table border="1"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>50%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>50%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>0%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	50%	Coursework assessment percentage	50%	Practical exam assessment percentage	0%		100%										
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Reading List	<p>All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services and to the library catalogue.</p> <p>The indicative reading list for this module is available here: https://uwe.rl.talis.com/lists/B2B86C40-6946-0C9A-228E-9576C2747E55.html This list will be updated regularly with additional texts, papers and other materials and students will be directed during the course of the module about which aspects they are required to read and by when.</p>																				

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First Approval Date (and panel type)	7 March 2018 link to RIA			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>		Version	2	Link to RIA