



## **Module Specification**

### **Service Operations**

Version: 2023-24, v6.0, 08 Nov 2023

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## Part 1: Information

**Module title:** Service Operations

**Module code:** UMMDP4-15-2

**Level:** Level 5

**For implementation from:** 2023-24

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**College:** College of Business and Law

**School:** CBL Bristol Business School

**Partner institutions:** None

**Field:** Operations and Information Management

**Module type:** Module

**Pre-requisites:** None

**Excluded combinations:** Managing Business Processes (Accounting, Economics and Finance) - Not Running 2023-24, Managing Business Processes (Business, International and Management) 2023-24, Managing Business Processes (Marketing, Events and Tourism) 2023-24, Operations and Business Systems 2023-24, Operations and Supply Management 2023-24

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** This module will provide you with the essential knowledge and practical understanding of the tools and techniques businesses use to manage service operations.

**Features:** Not applicable

**Educational aims:** The aims of the module are to:

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.

**Outline syllabus:** The indicative syllabus will include the current approaches to managing service operations and how these help businesses compete in the contemporary business environment:

Service design, management and improvement

Capacity and demand management

Measuring performance

Service failure and recovery

Service quality

Service supply chains

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** 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.

**Module Learning outcomes:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Understand the nature and practices of service operations Management.

**MO2** Apply appropriate operational tools and techniques for delivering and improving service quality.

**MO3** Present analytical findings clearly.

**MO4** Analyse services using relevant operations concepts.

**MO5** Evaluate current approaches to improving service operations.

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ummdp4-15-2.html) via the following link

<https://uwe.rl.talis.com/modules/ummdp4-15-2.html>

## **Part 4: Assessment**

**Assessment strategy:** The module assessment comprises of one task.

Individual written assignment (100%)

The written assignment will be focused around applying essential operations concepts to a service setting. In turn demonstrating essential knowledge and understanding of relevant topics, along with requiring critical analysis of relevant issues and/or evaluation of real world scenarios.

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, the marking rubric, and will be reviewed annually to ensure they continue to reflect the learning outcomes and overall assessment strategy.

**Assessment tasks:****Written Assignment (First Sit)**

Description: Written assignment (3000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Written Assignment (Resit)**

Description: Written assignment (3000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Marketing {Dual} [Taylors] BA (Hons) 2022-23

Business Management with Marketing {Dual} [Taylors] BA (Hons) 2022-23

Business Management with Marketing [Villa] BA (Hons) 2022-23

Business Management and Marketing [Phenikaa] BA (Hons) 2022-23

Business Management and Marketing [Frenchay] BA (Hons) 2022-23

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] -  
Withdrawn BA (Hons) 2021-22

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] -  
Withdrawn BA (Hons) 2021-22

Marketing [Frenchay] BA (Hons) 2022-23

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22