



MODULE SPECIFICATION

Part 1: Information			
Module Title	The Service Concept: Design and Delivery		
Module Code	UMKDQ4-15-M	Level	Level 7
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Marketing
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Educational Aims: Over 70% of the world's economy is services. The module 'The Service Concept: Design and Delivery' aims to equip students with the ability to create and deliver reliable customer centred service, a key differentiator for business today. In many industries, profit margins on product sales have shrunk enormously, leading to an increased focus on generating profits through value-added services. Thus, the best firms now bundle customer centred service with a manufactured product and create service centred solutions. It's vital therefore that marketing and operations strategies address the increasingly sophisticated needs of the international consumer.</p> <p>This course will help students develop an understanding of services marketing and operations, from planning to implementation. The course will cover a variety of key topics, such as: customers and competitors; designing and implementing products and services; managing customer strategy.</p> <p>Outline Syllabus: Topics likely to be covered are:</p> <p>Introduction: Fundamental concepts in The Service Concept Customers and competitors Developing and implementing products and services Managing the customer strategy</p> <p>Teaching and Learning Methods: Learning in the module is achieved through a combination of class-based activity and independent study. The classroom sessions are designed to actively support the development of independent learning strategies by the students. The sessions combine tutor lead delivery with a wide range of participative activities including case studies, problem-solving activities and group discussion. The sessions</p>

STUDENT AND ACADEMIC SERVICES

require a significant amount of preparation by the students in advance.

Students are encouraged to relate the knowledge and skills gained through the course to the working environment in a creative way and to find competent solutions to current issues in delivering the service concept in both internal and external market contexts. The independent study includes both preparatory reading for class sessions as well as reading that expands and deepens knowledge obtained through the class sessions. Resources such as the University Library will aid learning.

Part 3: Assessment

The vehicle for assessment on this module comprises ONE element:

Component A: Individual Report (worth 100% of the marks).

Students will be expected to keep a journal throughout the course and record their experiences of the services they encounter (up to 10 detailed descriptions are expected) from a services marketing and operations perspective. The journal is designed to help students to understand customer service expectations, and why as consumers we are sometimes satisfied or dissatisfied with the service experience from a marketing and operational perspective.

By recording and analysing their experiences, particularly in reference to the theories, tools and techniques of services marketing and operations, students should begin to discover what is truly needed to deliver customer requirements. Students will apply relevant model and theory to the examples that they record. It is expected that the journal will include details, which reflect the nature of the taught content of the module and will be presented in a diary/reflective journal format.

The journal will be used to produce the Individual Report (2000 words) and will be submitted as an appendix to it. Students will choose TWO of the service encounters from the reflective journal and provide solutions to the problematic issues they have observed. They will be able to use their knowledge from the module to aid their analysis and to provide workable recommendations that will enhance the ability of the system or subsystem to meet service requirements.

First Sit Components	Final Assessment	Element weighting	Description
Report - Component A	✓	100 %	An individual report (2000 words) plus journal
Resit Components	Final Assessment	Element weighting	Description
Report - Component A	✓	100 %	An individual report (2000 words) plus journal

Part 4: Teaching and Learning Methods

On successful completion of this module students will achieve the following learning outcomes:

	Reference
Key marketing and operations management theory in relation to implementing the Service Concept	A1
Customer expectations, service and orientation within a service setting	A2
The management and development of people within service organisations	A3
Recognition of ethical dilemmas, ethical values, corporate social responsibility and sustainability issues	A4

STUDENT AND ACADEMIC SERVICES

Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	126
	Total Independent Study Hours:	126
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	24
	Total Scheduled Learning and Teaching Hours:	24
	Hours to be allocated	150
	Allocated Hours	150
Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://uwe.rl.talis.com/modules/umkdq4-15-m.html</p>	

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

- International Management [Jan][FT][Frenchay][1yr] MSc 2020-21
- International Management [May][FT][Frenchay][1yr] MSc 2020-21
- International Management [Sep][FT][Frenchay][1yr] MSc 2020-21
- International Management [Sep][SW][Frenchay][2yrs] MSc 2020-21