



Module Specification

The Service Concept: Design and Delivery

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Part 1: Information

Module title: The Service Concept: Design and Delivery

Module code: UMKDQ4-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

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 customercentred 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.

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.

Outline syllabus: Topics likely to be covered are:

Introduction: Fundamental concepts in The Service Concept

Customers and competitors

Developing and implementing products and services

Managing the customer strategy

Part 3: Teaching and learning methods

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 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.

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

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

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 126 hours

Face-to-face learning = 24 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/umkdq4-15-m.html) via the following link <https://uwe.rl.talis.com/modules/umkdq4-15-m.html>

Part 4: Assessment

Assessment strategy: The vehicle for assessment on this module comprises ONE task:

Task 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.

Assessment components:

Report (First Sit)

Description: An individual report (2000 words) plus journal

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: A1, A2, A3, A4

Report (Resit)

Description: An individual report (2000 words) plus journal

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: A1, A2, A3, A4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

International Business Management [NepalBrit] MSc 2023-24

International Management [Frenchay] MSc 2023-24