



Module Specification

Managing Business Services

Version: 2023-24, v2.0, 24 May 2023

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	5
Part 5: Contributes towards	7

Part 1: Information

Module title: Managing Business Services

Module code: UMKDJ7-15-2

Level: Level 5

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: See Learning Outcomes

Outline syllabus: The nature of relationships in business: origins, structures, climate (power/dependence)

Relationship development: stages, drivers, levels (organizational and personal)

Service characteristics and qualities

Understanding and managing customers: decision-making process, value co-creation

Service encounters: service delivery, service failure and recovery, physical evidence

Managing service personnel

Internal relationship marketing

Managing capacity and demand

Pricing strategies and tactics

Communicating with customers

Part 3: Teaching and learning methods

Teaching and learning methods: In line with the tenets of 'flipped' classroom delivery, initial briefings, threshold concepts and supporting material will be accessed online.

Face to face contact time will total 36 hours and comprise 6 hours per week across a six week period. Wherever possible, the majority of contact will take the form of workshops and small group teaching.

In addition to face to face contact, ongoing contact will be maintained with students through 'office hours' discussion boards on the University's virtual learning environment (VLEs) and other technology-aided means.

In line with tenets of the 'flipped classroom' students will be expected to engage with independent learning both before and after attendance at any face to face taught session. Students will be guided to a range of online materials on the Blackboard VLE to prepare in advance of scheduled sessions as well as materials to consolidate learning in a post session environment.

Scheduled learning will take place largely in an interactive environment where students will be encouraged to build upon their understanding of basic concepts by engaging in the development of more complex aspects of theory and practice using a range of online and offline resources.

Using a task-focussed, problem-based approach, the delivery of the syllabus will be based around the development of extended projects or case studies on topics of interest or relevance to organisations within the sector. Within the context of a wider projects students might engage in a range of activities which include (but is not limited to) the production of shorter case study examples, group research activities and presentations.

Scheduled teaching activity on this module over a 6 week period will account for 6 hours a week.

Online logs or e-portfolios or other forms of recording will be used to record engagement and progress on the projects.

In between scheduled sessions, students will be expected to work independently and in groups that will support their work toward their final assessment. This will account of the remainder of the hours allocated to this module.

Scheduled learning includes interactive learning sessions, seminars, practical classes and workshops; lectures.

Independent learning includes hours engaged with materials provided on the VLE,

Library and internet searches, essential reading, case study preparation, assignment preparation and completion. These sessions constitute an average time per level.

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

MO1 Demonstrate an understanding of the distinctive characteristics of services and their implications for marketer and customer

MO2 Compare and contrast relationship versus transactional marketing and understand the relevance of relationships to the service context

MO3 Identify relationship drivers, analyse their interrelationships, and show how they can be managed

MO4 Apply appropriate theory to analyse the service encounter and to explore the role of service personnel in influencing the customer experience

MO5 Understand the range of strategic, tactical, and operational tasks for marketers to manage in the context of business relationships

MO6 Demonstrate the ability to apply concepts to a practical situation, analyse and synthesise information, evaluate options, and make recommendations

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/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: The Teaching and Learning Strategy on this module requires students to address the learning outcomes through engagement with module content and active workshop participation where they will be expected undertake an

extended piece of analysis or case study on an aspect of the management of business services that is of currency and relevance to the marketing communications field.

Over the course of the module, formative assessment feedback will be given on an on-going basis within the context of the workshop activities to ensure a detailed understanding and appreciation of the nature and characteristics of business services and effective management practices within a marketing communications context. This may take a range of forms and includes (but is not limited to) direct questioning, peer assessment and feedback. Throughout the module students will be encouraged to become independent learners. They will be required to set their own goals and use formative assessment as a tool to track their own progress against module learning outcomes.

Summative assessment on this module takes the form of an assessment task, an open book case study examination. This assessment represents the culmination of the total work undertaken over the course of the module where students will have interrogated and analysed a business services management case study over an extended period and responded to specific tasks and questions under controlled conditions.

Assessment components:**Examination (First Sit)**

Description: Open book examination (2 hours)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Examination (Resit)

Description: Open book examination (2 hours)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study: