

Course: Service Management

Lecturer	Dr. Davia Labanauskaite
Course Language	English
Conditions of participation	In terms of form: none
	In terms of content: none
Examination	GA (written examination, 60 minutes)
Pre-examination requirements	Regular attendance in class
Part of final grade	yes
Required for pass	yes
Learning outcomes / competencies	<p><u>Knowledge and understanding:</u></p> <ul style="list-style-type: none"> • To know the services sector, the structure and the role in the modern economy, the concept of a service and the basic characteristics of service management features and principles. • To know the users and service providers in the interaction between the organization, the service concept of the contact, is able to apply it in developing a new service, to be able to identify and describe the service user, his influence on a services company. • To know the concept of a service set, to be able to describe the aggregated supply model of services, to distinguish the service supply factors. • To know the service delivery process, its elements. • To know main trends in the development of services and to analyze the technological impact on that. <p><u>Abilities/Transfer:</u></p> <ul style="list-style-type: none"> • Ability to analyze competences of a staff in a service company, to assess the competence of staff in service companies, staff roles and their requirements. • To be able to create a service design concept and to implement it. • To be able to apply the tools of service quality measures and evaluation criteria. • To be able to measure the level of productivity in services, to calculate costs of a service providing.

Contents	<ul style="list-style-type: none">• The nature of services.• Services in a modern economy.• Customers: the focus of the service management.• Quality and value of services.• Service production system.• Service productivity and measuring of performance.• Service pricing.• Service strategy and competitiveness.• Design and development of services and service delivery systems.• Managing supply and demand in services.• Technology and its impact on services and its management.• Public services.• Globalization of services.• Ethical challenges in service management.• Service development models. Trends of the service development.
Media	Projector with laptop, flipchart, blackboard
Literature	<ul style="list-style-type: none">• Cengiz Haksever Barry Render . Service management an integrated approach to supply chain management and operations. Internet access: http://ptgmedia.pearsoncmg.com/images/9780133088779/sample_pages/0133088774.pdf• Services Marketing Management: A Strategic Perspective, 2nd Edition by Hans Kasper, Piet van Helsdingen, Mark Gabbott April 2006, ©2005• Christian Gronroos. Service Management: A Management Focus for Service Competition. ISSN: 0956-4233