

SCO 6051 Service Management

Executive Summary

Course: SCO 6051 Service Management
Credits: 2 credits
Prerequisites: MBA 6220

Description

Services generate 74% of the U.S. GDP and annually provide billions of dollars in trade surplus. The consumer-driven global economy has increased the need for new services, higher quality services, and more efficient services. These needs are prevalent in both traditional service industries - health care, retail, and banking - as well as in manufacturing industries which enhance product value by linking products with service such as consulting, leasing, maintenance, and repair services. For example, in the purchase of a new car, consumers typically give nearly equivalent weight to the value of the services – warranty, financing, etc. – as to the car itself.

This course tackles issues that are unique to managing service processes. Identifying service needs, designing services, and managing services are studied in depth.

Objectives

The goal of this course is to help students understand the following:

1. The role of services in the economy
2. The definition of a service offering to the marketplace
3. How to design the right service delivery systems
4. How to manage service encounters between providers and customers
5. Managing service quality (including designing service guarantees)
6. Managing waiting lines and the customers in them
7. Managing the balance between capacity and demand

Learning Outcomes

At the end of this course, the student will be able to:

1. Operationally define a service that customers value
2. Design a service delivery process to address both organizational and customer needs
3. Recognize primary issues in designing new services
4. Define service quality and its drivers in a service delivery process
5. Identify strategies for managing service supply and demand.