Services Management
- Introduction -

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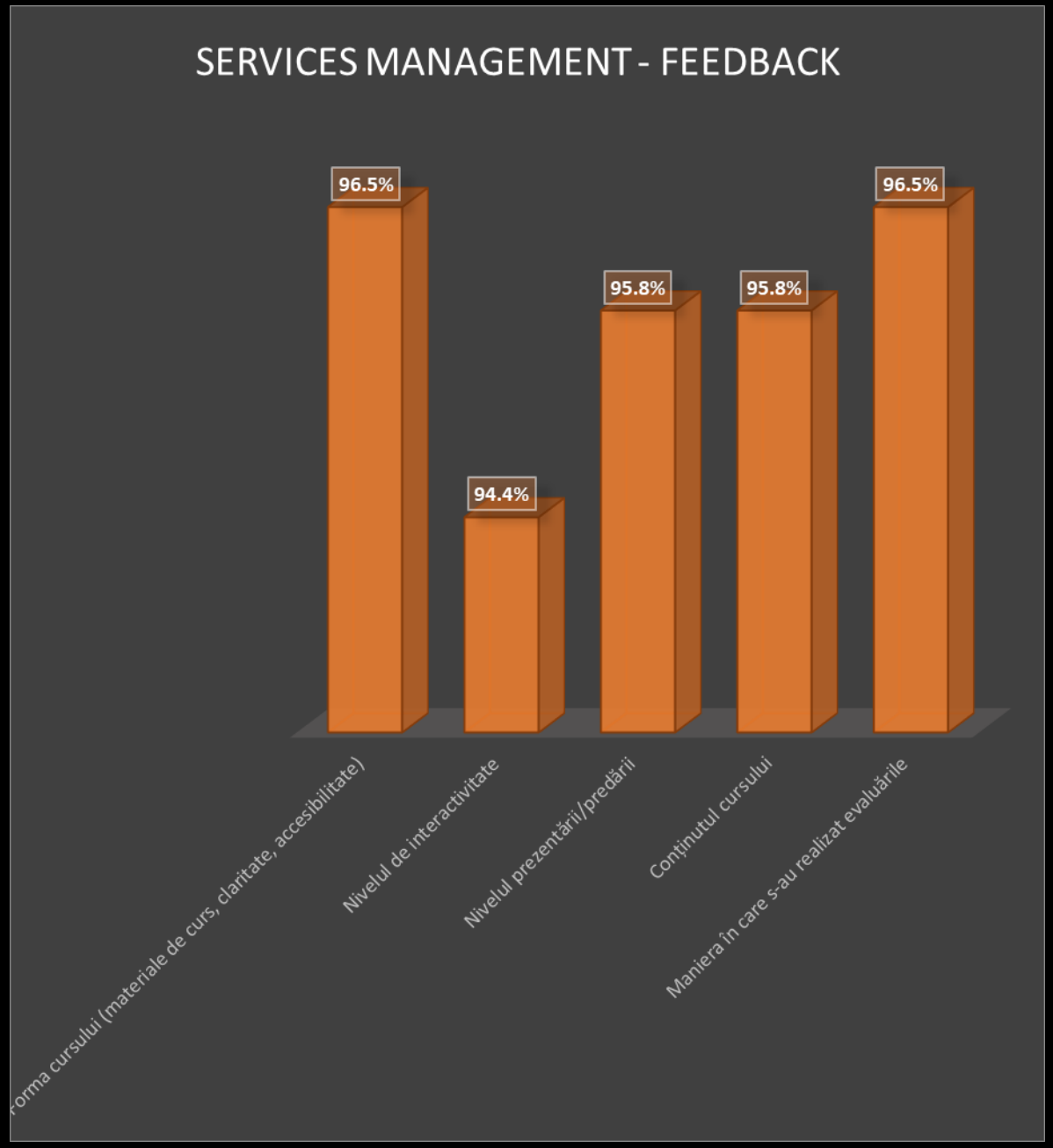
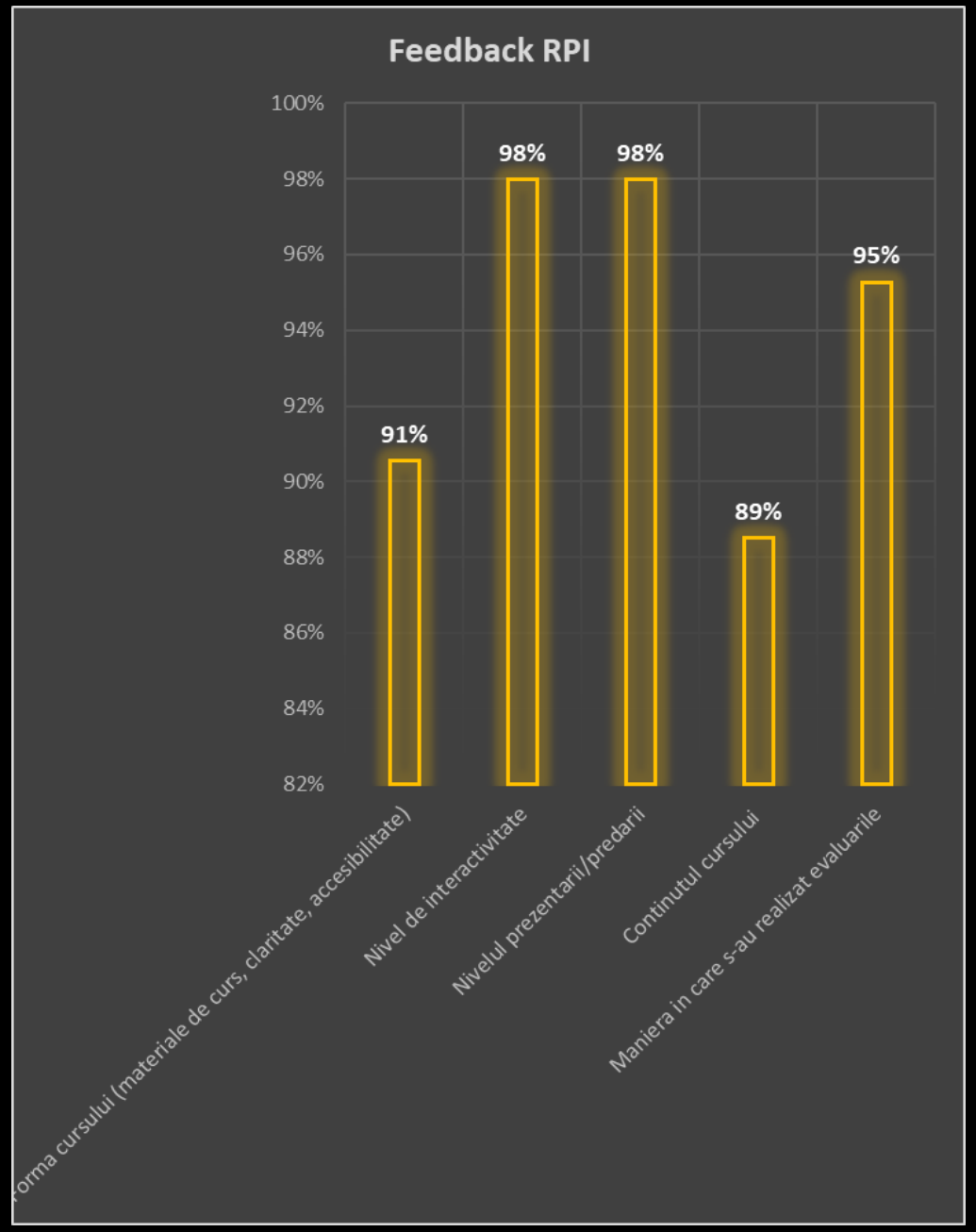
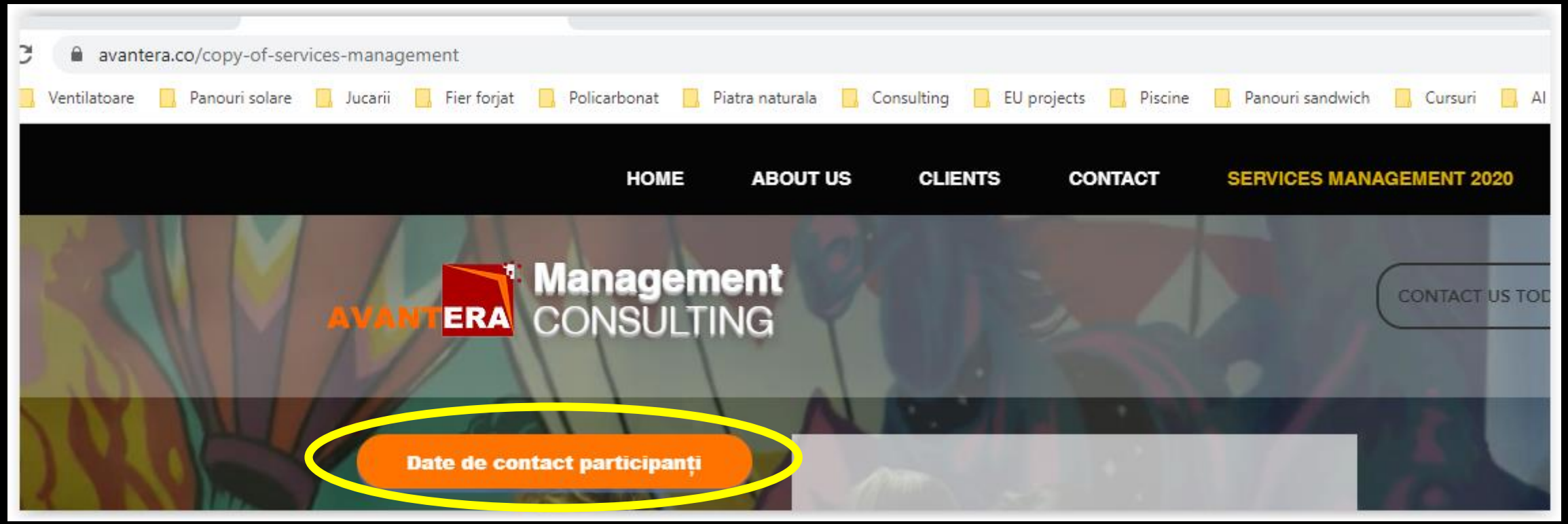
Why…

…are you here?


SERVICES MANAGEMENT - FEEDBACK
96.5%
94.4%
95.8%
95.8%
96.5%
forma cursului (materiale de curs, claritate, accesibilitate)
Nivelul de interactivitate
Nivelul prezentării/predării
Conținutul cursului
Maniera în care s-au realizat evaluările


Feedback RPI
100%
98%
96%
94%
92%
90%
88%
86%
84%
82%
91%
98%
98%
89%
95%
forma cursului (materiale de curs, claritate, accesibilitate)
Nivel de interactivitate
Nivelul prezentarii/predarii
Continutul cursului
Maniera in care s-au realizat evaluarile

Getting to know each other



Bibliography

Fitzsimmons, James, A., Fitzsimmons, Mona, J. “Service Management – Operations, Strategy, Information Technology”, 7th edition, McGraw-Hill Irwin, ISBN 978-0-07-340335-9

Other important sources:
APQC – Process Classification Framework
basis for process-related information in the course

ABOUT APQC

An internationally recognized resource for process and performance improvement, APQC helps organizations adapt to rapidly changing environments, build new and better ways to work, and succeed in a competitive marketplace. With a focus on productivity, knowledge management, benchmarking, and quality improvement initiatives, APQC works with its member organizations to identify best practices; discover effective methods of improvement; broadly disseminate findings; and connect individuals with one another and the knowledge, training, and tools they need to succeed. Founded in 1977, APQC is a member-based nonprofit serving organizations around the world in all sectors of business, education, and government. APQC is also a proud winner of the 2003, 2004, 2008, 2012, and 2013 North American Most Admired Knowledge Enterprises (MAKE) awards. This award is based on a study by Teleos, a European based research firm, and the KNOW network.

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COURSE CONTENT

1. SERVICES: ROLE, NATURE

2. ORGANIZATIONS SEEN AS COMPLEX, HETEROGENEOUS OBJECTS

3. SERVICE STRATEGY

4. SERVICE (LYFESCYCLE) MANAGEMENT

5.1 SERVICES MARKETING

5.2 SERVICES SALES

6. SERVICE DELIVERY PROCESS GROUP

7. BUILDING EXCELLENT SERVICE ORGANIZATIONS

8. LEADING SERVICE ORGANIZATIONS: DECRYPTNG POWER

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In a nutshell

- Understand
- Design
- Operate
- Improve and manage

Course objectives

To understand the

- service markets & customers
- service organization
  - How to design
  - How to operate
  - How to manage
    - Processes,
    - People,
    - Other resources

To be able to adjust and improve a service organization

Course structure

Nr. săptămânii	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Data Ziua	17.02- 21.02	24.02- 28.02	02.03- 06.03	09.03- 13.03	16.03- 20.03	23.03- 27.03	30.03- 03.04	06.04- 10.04	13.04- 17.04	20.04- 24.04	27.04- 01.05	04.05- 08.05	11.05- 15.05	18.05- 22.05
Marti / BN 230 17^{00}-20^{20}		SM S gr2	SM S gr1		SM S gr2	SM S gr1		SM S gr2	SM S gr1		SM S gr1+2			
Vineri BN 209 17^{00}-20^{20}	**SM C1,2**	**SM C3,4**			**SM C5,6**	**SM C7,8**			**SM C9,10**	**SM C11,12**			**SM C13,14**	

Course structure no homeworks

Everything happens in the classroom
including the
5 quiz tests and
3 practical activity quiz tests

Course structure – for Course and Seminar sessions

Course

1. Presenting New Concepts + Applying the Concepts
2. Quiz test (based on previous course)
3. Presenting New Concepts + Applying the Concepts

Seminar

1. Practical activity
2. Practical activity Quiz test

Course structure

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Marti / BN 230 17^{00}-20^{20}		SM S gr2	SM S gr1		SM S gr2 PAQ2	SM S gr1 PAQ2		SM S gr2 PAQ3	SM S gr1 PAQ3		SM S gr1+2 PAQ4			
Vineri BN 209 17^{00}-20^{20}	**SM C1,2**	**SM C3,4**			**SM C5,6** Q3,4	**SM C7,8** Q5,6			**SM C9,10** Q7,8	**SM C11,12** Q9,10			**SM C13,14** Q11,12	

Course structure the QUIZ-tests

- Easy, each QUIZ will have:
  - 10 multiple choice questions (for Quiz tests - Q) and
  - 5-10 multiple choice questions (for Practical Acitivities Quiz tests - PAQs) with
  - just 1 valid answer

- Only your best 4 Qs will be considered for calculating your grade as a sum of your quiz marks
- Only your best 2 PAQs will be considered for calculating your partial grade as a sum of your PAQ marks
- In case you do not have at least 4 Qs and 2 PAQs – you will not be able to participate in the exam

Getting your grades during the year

- You will get a maximum of 30 points in the Quiz tests
- You will get a maximum of 20 points in the PA Quiz tests
- You will get a maximum of 50 points in the exam

- Not attending the exam session means failing the exam

Please spread the word on the above !

Please also make sure you all fill in the contact info form !