

Course title	Service Management
Course code	
Type of course	Elective
Level of course	Graduate_MBA
Year of study	First
Semester	Second
ECTS credits	5
Name of lecturer(s)	Dr Dimitra Papadimitriou, Assistant Professor
Aim of the Course	<p>This course explores the dimensions of high performing service organizations and firms. It approaches service management from an integrated standpoint setting the satisfaction of the customer at the center.</p> <p>More specifically, the main objectives of the course are:</p> <ul style="list-style-type: none"> • To provide a systematic study of the service sector and the current changes occurring in the supply and demand. • To facilitate the understanding of how services differentiate from products, but also of how linked together. • To provide an in-depth analysis of the experience quality for the consumer • To demonstrate the role that contemporary technologies have in the process of purchase decision-making.
Learning outcomes	<p>At the end of this course the student should be able:</p> <ul style="list-style-type: none"> • To understand the scope, growth and multi-dimensionality of the services. • To understand the role of management and marketing in enhancing the experience of the service consumer. • To measure and improve the perceived value of the services.
Competences	<p>At the end of the course the students will have further developed the following skills/competences. They will be able:</p> <ul style="list-style-type: none"> • To effectively apply appropriate management and

	<p>marketing theories and practices in the service management process.</p> <ul style="list-style-type: none"> • To design new services or enhance existing ones with innovative measures. • To enhance the experience of the service consumer • To effectively handle problems related to service delivery.
Prerequisites	<p>No prerequisite courses are required, but it is highly recommended that students are familiar with organizational theory and behavior and introductory marketing knowledge.</p>
Course contents	<ul style="list-style-type: none"> • Introduction to service industry and management. • Service related frameworks, typologies and characteristics. • Competitive service strategies. • Designing new services. • Service quality management. • Consumer experience with service delivering. • Supporting facilities and process in service. • Service encounter. • Service demand and supply. • International services and internet.
Recommended reading	<p>Fitzsimmons JA and Fitzsimmons MJ, Service Management, McGraw-Hill, 2010.</p> <p>Cook, David, Chon-Huat Goh, and Chen H. Chung: "Service Typologies: A State of the Art Survey," <i>Production and Operations Management</i>, vol. 8, no. 3, fall 1999, 318-338.</p> <p>Karmarkar, U. S. and R. Pitbladdo: "Service Markets and Competition," <i>Journal of Operations Management</i>, vol. 12, no. 3-4, June 1995, pp. 397-412.</p> <p>Parasuraman, A. Zeithaml, V.A. and L.L. Berry, "SERVQUAL:</p>

	<p>A Multiple-item Scale for Measuring Consumer Perceptions of Service Quality," <i>Journal of Retailing</i>, vol. 64, no. 1, spring 1988, pp. 12–40.</p> <p>Cronin, J. J. and S. A. Taylor: "SERVPERF Versus SERVQUAL: Reconciling Performance-Based and Perceptions-Minus-Expectations Measurement of Service Quality," <i>Journal of Marketing</i>, vol. 58, January 1994, pp. 125–131.</p> <p>Hill, Arthur V., Julie M. Hays, and Eitan Naveh: "A Model for Optimal Delivery Time Guarantees," <i>Journal of Service Research</i>, vol. 2, no. 3, February 2000, pp. 254-264.</p> <p>Bitner, Mary Jo: "Servicescapes: The Impact of Physical Surroundings on Customers and Employees," <i>Journal of Marketing</i>, vol. 58, April 1992, pp. 57–71.</p> <p>Durrande-Moreau, Agnes: "Waiting for Service: Ten Years of Empirical Research," <i>International Journal of Service Industry Management</i>, vol. 10, no. 2, 1999, pp. 171-189.</p> <p>McLaughlin, Curtis P., and Sydney Coffy: "Measuring Productivity in Services," <i>International Journal of Service Industry Management</i>, vol. 1, no. 1, 1990, 46–64.</p> <p>Papadimitriou, D. (2013). Service quality components as antecedents of satisfaction and behavioral intentions: The case of a Greek carnival Festival, <i>Journal of Convention & Event Tourism</i>, 14, 42-64.</p> <p>International Scientific Journals</p> <ul style="list-style-type: none"> • Journal of Service Management • Journal of Service Marketing • The Service Industries Journal • Services-Journal • Journal of Financial Services Marketing
Teaching and learning methods	Lectures, case studies, group discussions, individual and group assignments.
Assessment and grading methods	<p>The grade is calculated as the weighted average of individual assignments, one group assignment, one presentation and the final exam.</p> <p>Minimum passing grade: 5</p>
Language of instruction	Greek

