COURSE CODE: ENSRVMN

COURSE TITLE: Enterprise Service Management

COURSE DESCRIPTION:

This course on Enterprise Service Management is intended to prepare students for management opportunities in service firms, which represent the fastest-growing sector of the economy. This course covers service operations management from an integrated viewpoint with a focus on customer satisfaction. It will integrate operations, marketing, strategy, information technology, and organizational issues within the sector. It will aim to provide students with the concepts and tools necessary to manage a service operation effectively. The strategic focus will also provide entrepreneurially-inclined students with the foundation to open their own service businesses. The topics are organized around three modules: (1) Understanding Services, (2) Designing the Service Enterprise, and (3) Managing Service Operations.

DEPARTMENT: Decision Sciences and Innovation Department

TEXTBOOK:

• Subscription to McGraw Hill Connect to access prescribe ebook:

Bordoloi, S., Fitzsimmons, J., and Fitzsimmons, M., (Ninth Edition) Service Management: Operations, Strategy, Information Technology (SmartBook/eBook), McGraw-Hill. New York, USA

READING LIST:

• Baier, L., Kühl, N., Schüritz, R. and Satzger, G. (2021), "Will the customers be happy? Identifying unsatisfied customers from service encounter data", Journal of Service Management, Vol. 32 No. 2, pp. 265-288. https://doi.org/10.1108/JOSM-06-2019-0173

• Batat, W. (2021), "How Michelin-starred chefs are being transformed into social bricoleurs? An online qualitative study of luxury foodservice during the pandemic crisis", Journal of Service Management, Vol. 32 No. 1, pp. 87-99. https://doi.org/10.1108/JOSM-05-2020-0142

• Boninsegni, M.F., Furrer, O. and Mattila, A.S. (2021), "Dimensionality of frontline employee friendliness in service encounters", Journal of Service Management, Vol. 32 No. 3, pp. 346-382. https://doi.org/10.1108/JOSM-07-2019-0214

• De Pourcq, K., Verleye, K., Larivière, B., Trybou, J. and Gemmel, P. (2021), "Implications of customer participation in outsourcing non-core services to third parties", Journal of Service Management, Vol. 32 No. 3, pp. 438-458. https://doi.org/10.1108/JOSM-09-2019-0295

• Garrido-Moreno, A., García-Morales, V., King, S. and Lockett, N. (2020), "Social Media use and value creation in the digital landscape: a dynamic-capabilities perspective", Journal of Service Management, Vol. 31 No. 3, pp. 313-343. https://doi.org/10.1108/JOSM-09-2018-0286

• Gäthke, J. (2020), "The impact of augmented reality on overall service satisfaction in elaborate servicescapes", Journal of Service Management, Vol. 31 No. 2, pp. 227-246. https://doi.org/10.1108/JOSM-05-2019-0151

• Hazée, S., Zwienenberg, T.J., Van Vaerenbergh, Y., Faseur, T., Vandenberghe, A. and Keutgens, O. (2020), "Why customers and peer service providers do not participate in collaborative consumption", Journal of Service Management, Vol. 31 No. 3, pp. 397-419. https://doi.org/10.1108/JOSM-11-2018-0357

• Kleinschmidt, S., Peters, C. and Leimeister, J.M. (2019), "How to scale up contact-intensive services: ICT-enabled service innovation", Journal of Service Management, Vol. 31 No. 4, pp. 793-814. https://doi.org/10.1108/JOSM-12-2017-0349

• Patrício, L., Sangiorgi, D., Mahr, D., Čaić, M., Kalantari, S. and Sundar, S. (2020), "Leveraging service design for healthcare transformation: toward people-centered, integrated, and technology-enabled healthcare systems", Journal of Service Management, Vol. 31 No. 5, pp. 889-909. https://doi.org/10.1108/JOSM-11-2019-0332

REQUISITE EQUIPMENT/MATERIALS FOR THE COURSE:

Required software:

• MS Excel 2016 or later