MODULE CODE  |  BEMM125  |  MODULE LEVEL  |  M
MODULE TITLE  |  Auditing a Service: Service: Blueprinting for Quality and Innovation
LECTURER(S)  |  Irene Ng (coordinator), Roger Maull
CREDIT VALUE  |  15  |  ECTS VALUE  |  15
PRE-REQUISITES  |  None
CO-REQUISITES  |  None
DURATION OF MODULE  |  10 weeks
TOTAL STUDENT STUDY TIME  |  130 study hours and 20 hours contact
AIMS
This module aims to provide an interdisciplinary approach towards the understanding of service delivery from the perspective of the customer and how companies deliver service quality. It provides students with the information they need to plan, analyze and execute service delivery platforms, giving them a better grasp of the changing nature of service organization’s dependence on people, process, systems and technology.

INTENDED LEARNING OUTCOMES
On successful completion of the module, students should be able to:

**Module-Specific Skills:**
1. demonstrate an interdisciplinary understanding of service science
2. able to integrate marketing, HRM, operations and process management, and management information systems into an understanding of the service blueprint
3. develop an understanding of service innovation and frameworks of service quality

**Discipline Specific Skills:**
4. identify, analyse critically and evaluate relevant video and audio cases and the applicability of service literature in practice environment.
5. understand the ‘outside-in’ approach towards the formulating of services

**Personal and Key Skills:**
6. apply research skills to practical work-related issues.
7. develop skills of analysis, evaluation and synthesis.

LEARNING/TEACHING METHODS
Students are taken on a field trip where they experience the delivery of a service and record the environment, organization’s delivery processes, customer behavior and emotions through video and audio recordings. The recordings are then analysed and service blue prints developed by students to provide interdisciplinary (marketing, operations, HRM, MIS) perspectives of service quality and where the service could innovate for better service delivery.

- An induction lecture on the module learning and expectations
- 3 days of field trips to one service organization for video/audio recordings and photographic experience of the service and to understand the organization service delivery processes Upload of all digital material to webCT for analysis
- 2 seminars from academic supervisors on service blueprinting and customer focused service delivery issues

ASSIGNMENTS AND ASSESSMENT
- A service analysis project report (2000 words) which includes an ‘outside-in’ service blueprint. (60%)
- A group project on the recording, understanding and documentation of the service experience. (indicative group size – 4/5) (40%)

SYLLABUS PLAN
This will be determined by the service organisation’s schedule but it is anticipated that the 3 trips will be conducted midway through taught sessions on service blueprinting.

INDICATIVE BASIC READING LIST
(This book presents a solid foundation for what IBM is calling "Services Science" and SAP "Business Process Platforms.")

DATE OF LAST REVISION: April 2008