

■ **STRATEGIC SERVICE OPERATIONS** by Ray F. Iunius

UNIT DESCRIPTION

The aim is to enhance student's individual thinking towards the integration of new service operations management methods.

Service Operations Management represents the process transforming inputs into outputs (outputs being the finished goods or services).

The "service operation's Art" relies in the use of a series of basic notions, which interrelated allow the identification of:

- the management function;
- the selection and use of the appropriate analytical tools available.

LEARNING OBJECTIVES

By the end of the Unit, participants will be able to:

Knowledge

- Define what service policies are and how they impact firm's competitiveness.
- Provide general knowledge on the main Service Operations Management concepts. A systemic approach will be used to demonstrate the concepts' interrelations.

Competencies

- To establish and understand the main relations between Operations, Production, Corporate, External environment and other functions.

Mindset

- To learn the use of methods and techniques related to Service Operations Management and understand their application through some specific exercises or examples while emphasizing on the conditions when these techniques are applicable.

METHODOLOGY

For the deepening of knowledge, several teaching approaches are used: critical analysis of articles, the use of videos, personal experiences, case studies, as well as many exercises. Students must prepare every sitting while using the bibliographic sources and the material distributed. They are invited to participate during all stages of teaching.