



MODULE DESCRIPTION

Module code	full-time studies:	Z-ZIP1-E-607
	part-time studies:	Z-ZIPN1-E-607
Module name	Services Management	
Module name in Polish	Zarządzanie usługami	
Valid from academic year	2019/2020	

MODULE PLACEMENT IN THE SYLLABUS

Field of study	MANAGEMENT AND PRODUCTION ENGINEERING
Level of education	1st degree
Studies profile	General
Form and method of conducting classes	Full-time and Part-time
Specialisation	All
Unit conducting the module	Department of Economics and Finance
Module co-ordinator	Dorota Miłek, PhD
Approved by:	Dariusz Bojczuk, PhD, DSc

MODULE OVERVIEW

Type of subject / group of subjects	Major
Module status	Compulsory
Language of conducting classes	English
Module placement in the syllabus - semester	Semester VI
Initial requirements	Microeconomics, Fundamentals of Management
Examination (YES/NO)	NO
Number of ECTS credit points	2

Method of conducting classes		Lecture	Classes	Laboratory	Project	Other
Per semester	full-time studies:	15	15			
	part-time studies:	9	9			

TEACHING RESULTS AND THE METHODS OF ASSESSING TEACHING RESULTS

Category	Symbol	Learning outcomes	Assignations to the directional learning outcomes
Knowledge	W01	A student has knowledge concerning the functioning of the service market in economy and services management in modern economy. A student also knows the concept of services, their classification as well as concepts and specificity of services marketing. In addition, a student has knowledge concerning the types of service companies and the role of service enterprises in economy.	ZIP1_W13 ZIP1_W17 ZIP1_W18
	W02	A student has the necessary knowledge to identify the phenomena occurring in Polish and European service sectors. A student understands the essence and meaning of the 2007 Polish Classification of Economic Activities.	ZIP1_W13 ZIP1_W18
	W03	A student knows the specificity of production of services – the essence of production of services, its factors as well as the results of the service provision process.	ZIP1_W13 ZIP1_W18
Skills	U01	A student can identify and determine new service functions and service companies functioning methods.	ZIP1_U01
	U02	A student has skills of obtaining personal data to analyse and forecast the processes occurring on the service market.	ZIP1_U01
	U03	A student can utilise basic theoretical knowledge of services management to analyse the phenomena and processes occurring in service development.	ZIP1_U01
Social competences	K01	A student is ready to cooperate, work in a team, communicate effectively, and act ethically as regards the allocated organisational and social roles, in order to jointly solve economic problems related to the functioning of the services market in the economy.	ZIP1_K04
	K02	A student is ready to think in a resourceful manner utilising the acquired knowledge of management and economy.	ZIP1_K05
	K03	A student understands the need for continuous improvement of knowledge related to the functioning of the services market.	ZIP1_K01

TEACHING CONTENTS

Method of conducting classes	Teaching contents
Lecture	<p>Services in theoretical terms.</p> <p>Functioning of the services market.</p> <p>Services in statistical research. Polish Classification of Activities 2007.</p> <p>Service company on the market.</p> <p>Elements of service production.</p> <p>Marketing activities of entities operating in the service market.</p> <p>The single market for services of the European Union.</p>

Classes	Servicization of the economy. The genesis of the service-based economy. Services in the contemporary Polish economy - selected aspects. Service management (eg tourism / hotel) - a case study. Service management (eg telecommunications) - a case study. Service management (eg public) - case study. Service management (eg transport / shipping) - case study. Service management (eg banking) - a case study.
---------	---

METHODS OF ASSESSING TEACHING RESULTS

Symbol	Methods of checking the learning outcomes (select X)					
	Oral exam	Written exam	Test	Project	Statement	Other
W01			X			
W02			X			X
W03			X			
U01						X
U02						X
U03						X
K01						X
K02						X
K03						X

FORM AND CONDITIONS OF PASSING

Form of classes	Form of credit	Passing conditions
Lecture	Credit with grade	Obtaining the minimum required number of points for the final test.
Classes	Credit with grade	Submission of a correctly prepared final work in writing - work under the so-called small groups with its presentation.

STUDENT WORKLOAD

Balance of ECTS points												
No.	Type of student's activity	Student's workload										Unit
		full-time					part-time					
1.	Participation in the activities	Lc	C	Lb	P	O	Lc	C	Lb	P	O	h
		15	15				9	9				
2.	Other (consultation, exam)	2	2				2	2				h
3.	Number of hours of a student's as- sisted work	34					22					h
4.	Number of ECTS credit points which are allocated for assisted work	1,4					0,9					ECTS
5.	Number of hours of a student's un- assisted work	16					28					h
6.	Number of ECTS credit points which a student receives for unassisted work	0,6					1,1					ECTS
7.	Work input connected with practical classes	25					25					h
8.	Number of ECTS credit points which a student receives for practical classes	1,0					1,0					ECTS
9.	Total number of hours of a stu- dent's work	50					50					h
10.	Punkty ECTS za modul <i>1 ECTS=25 hours</i>	2										ECTS

LITERATURE

1. Bryson J.R., Sundbo J., Fuglsang L., Daniels P. (2020), *Service Management: Theory and Practice*, 1st Edition Publisher: Palgrave Macmillan.
2. Johnston R., Clark G., Slack N., Shulver M. (2020), *Service Operations Management*, 5th Edition, Publisher Pearson.
3. Kandampully J. (2014), *Services Management*, Pearson New International Edition, 1st Edition, Published by Pearson, The Ohio State University.
4. Gronroos C. (2007), *Service Management and Marketing: Customer Management in Service Competition*, Third Edition, John Wiley & Sons.
5. Normann R. (2000), *Service Management: Strategy and Leadership in Service Business*, John Wiley & Sons.
6. Hurwitz J.S., Bloor R., Kaufman M., Halper F. (2009), *Service Management For Dummies*, 1st Edition, Wiley Publishing, Inc.