Course Descriptions None 2019-2020

Course Title	Smart Service Management
Course Code	EBC4256
ECTS Credits	5,0
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
4	3-2-2020	3-4-2020		X		X	

Level	Advanced
Coordinator	Mahdi Ebrahim For more information:m.ebrahim@maastrichtuniversity.nl
Language of instruction	English
Goals	Upon successful completion of this course, students will be able to: * devise suitable strategic plans when developing new smart service; * design an appropriate organizational configuration for implementing new smart services; * take into account human resource considerations when designing and executing new services.
Description	"Smart Service Management" deals with the managerial aspects of designing and developing new smart services. Complementary to the course 'Service Design', which focuses on the customer perspectives in developing new services, this course takes an internal perspective studying the organization creating the service. Specifically, we review strategic, organizational, and operational aspects of new service development.
Literature	* Bordoloi, S., Fitzsimmons, J. A., & Fitzsimmons, M. J. (2017). Service management: Operations, strategy, information technology. 9th edition, New York, NY: McGraw-Hill. * Selected scientific papers
Prerequisites	
Keywords	
Teaching methods	PBL / Lecture / Assignment / Groupwork
Assessment methods	Final Paper / Participation / Written Exam / Assignment
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM

This course belongs to the following programme / specialisation

Master Business Intelligence and Smart Services	Core Course(s)