

Module Layout MBA613/ Services Management

Faculty	FEM	Faculty of Economics and Management	
Programme of Study	MBA	The Open MBA - Master of Business Administration (MBA)	
Module	MBA613	Services Management	
Level of Study	Undergraduate		Graduate
		Master ✓	Doctoral
Language of Instruction	English		
Mode of Delivery	Distance Learning		
Module Type	Required		Electives ✓
Number of Group Consulting Meetings	Total	Physical Presence	Online
	5	0	5
Number of Assignments	2		
Final Exam Calculation	Assignments	Interactive activities	Final exam
	40%	10%	50%
Number of European Credit Transfer System (ECTS)	10		

Module Description

This module is designed to explore the dimensions of service management and the process of ongoing improvement. It prepares students for the challenges in the service sector and suggests creative entrepreneurial opportunities in different services. Outstanding service organisations are managed differently than their manufacturing counterparts. The results show not only in terms of conventional measures of performance, but also in the enthusiasm of the employees and degree of customer satisfaction. Beginning with the service encounter, successful service managers must integrate operations, marketing, technology, human resources, and information to achieve a distinctive competitive advantage.

Pre-requisite Modules

	None
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Co-requisite Modules

	None
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Grading Scheme

Assessment Method	Percentage on final grade	Workload	
		Hours	ECTS
Weekly study- Assignments -Group Meetings	0 %	125-150	5
Assignment 1	20 %	50-60	2
Assignment 2	20 %	50-60	2
Interactive activities	10 %	25-30	1
Final exam/Resit exam	50 %	3-6	-
Total	100%	250-300	10

Grading Rules and Assessment methods

- Interactive activities, which comprise 10% of the final grade and are assessed with a Pass or Fail. Each contribution that is evaluated with a Pass proportionally increases the module's final grade.
- Students are evaluated with 9, if they collect 90% of the possible grade, meaning, $90\% \times 10 = 9$, etc.
- Passing rate
 - 50% of the Assignments and interactive activities: Students are allowed to participate in the final exam of a Module, if they have overall collected the minimum grade ($\geq 50\%$) in their assignments and interactive activities.
 - 50% of the Final exam
- If a student obtains a grade with decimal points, then the final grade is rounded to the nearest half unit. This module (Thematic Unit) is considered to have been successfully completed when the grade is equal to or higher than 5.0.