UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Strategic Analysis of Services

2223-1-F0802Q075

Aims

The course aims at providing participants with advanced analytical and managerial tools, with a specific focus on the services sector.

Theoretical lessons and examples are used to transmit knowledge in relation to the main models and management tools, and to develop an understanding of the contexts and the problems to which they can be properly applied. The ability to apply knowledge and understanding is developed through the analysis and subsequent class discussion of business cases.

STRATEGIC ANALYSIS OF SERVICES

The first part aims to recall a selection of fundamental management concepts and models, so as to build an adequate knowledge base for the topics that will follow. The subsequent parts center on services and their different features relative to goods, by focusing on the approach that is required in services analysis and design, and finally by developing the concepts and models that are needed to define competitive strategies in the services sector. Theoretical lessons are combined with cases and incidents discussions.

Contents

The course “Management and Strategic Choices” is structured in two modules: “Strategic Analysis of Services” and “Strategic Management of Services”.

A balanced and complete approach to managing services’ quality requires a perspective that focuses both on hard and soft services features. Some examples of hard features that directly impact on the customer’s experience are reductions in waiting or delivery time, while soft features are intangible and tacit features such as personnel attitude.

Both aspects have a reciprocal influence, and should therefore be taken into account both in the service package, and in service delivery and management strategies.

Detailed program

1. Fundamentals of Management

? Models of analysis

? Conditions for business development

? Critical strategic choices and players

2. Services analysis and design

? Design and management of the services process

? Services performance evaluation

3. Competitive strategies in services

? What is strategy

? Environmental analysis (competitive system/segmentation)

? Positioning and competitive choices

Prerequisites

Fairly good skills in learning, writing and speaking, together with a general knowledge of economic processes.

Fundamentals of management.

Teaching form

Lectures, case discussion classes and research paper.

Textbook and teaching resource

Course textbooks will be indicated at the beginning of the course

Reader prepared by course instructors.

Semester

First semester

Assessment method

For attending students the assessment will be structured as follows: written exam on the contents of the first module (35 points), written exam on the contents of the second module (35 points), group project (30).

For non-attending students there will be a written exam on the texts indicated in the course syllabus.

Office hours

By appointment via email

Sustainable Development Goals

QUALITY EDUCATION | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION