UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Strategic Management of Services

2223-1-F0802Q076

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 MANAGEMENT OF SERVICES

The module explores some specific issues related to the management of services. In particular the module will develop the analysis of positioning and marketing mix choices in the services market, internationalization on global markets and innovation and strategic change strategies. In particular, we will seek to answer the following questions: what are the marketing tools that can be used to build and strengthen the relationship with customers? How do you build sustainable success today? How can we promote and manage innovation in services? How can a service company replicate its success in international markets? How can a service company manage turnaround strategies aimed at bringing it back to a profitable growth path?

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

Service process evaluation

Market segmentation and positioning

Service marketing

Customers behavior analysis

Services marketing mix and customer relationship

Globalization and international strategies in services

Innovation management in services

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