

**SUBJECT SYLLABUS
ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

COURSE NAME AND CODE: **Service Processes (962306)**

PROGRAM:

Bachelor of Administration & Service (BA&S)

LEVEL OF STUDY:

Undergraduate Programme

GENERAL ACADEMIC INFORMATION					
LATEST UPDATE	2020-2				
ACADEMIC DEPARTMENT	Operations Management				
SUBJECT TYPE	Mandatory				
LANGUAGE	Spanish				
SEMESTER	Programme	Semester			
	BA&S	3			
NUMBER OF ACADEMIC CREDITS	2				
HOURS OF ACADEMIC WORK	96	CONTACT HOURS	48	HOURS OF INDEPENDENT/AUTONOMOUS WORK	48
LEARNING PREREQUISITES	<ul style="list-style-type: none">• Know the principles of administration.• Know the theories of service and quality.				
INTERNATIONAL COMPONENT	<ul style="list-style-type: none">• National and international standards, policies, regulations and mores related to the professional field.• Vocabulary and technical language to communicate in different cultural contexts.• Intercultural challenges.• Courses linked to international challenges or projects with teams composed by both international faculty and students.				

SUSTAINABLE DEVELOPMENT GOALS (SDG)	SDG: 4. Quality					
COURSE DETAILS						
COURSE DESCRIPTION	This subject empowers the student to acquire knowledge and analytical thinking typical of service administrators in the face of the identification of the nature and characteristics of the services; on the other hand, that it recognizes the importance of processes in the execution of service operations; Likewise, to carry out an analysis of the environment according to the requirements demanded by the process; and, finally, that it is able to perform an analysis of the service process.					
KEY WORDS:	Processes, Management, Services.					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO01 ILO02 ILO03 BA&S ILO07	Distinguish the basic concepts and characteristics of the processes that allow having a comprehensive vision of the processes in the service sector.	Knowledge	MODULE 1: NATURE OF THE SERVICE - Importance of the service - Nature and characteristics of the service - Classification of services and analysis of service processes. MODULE 2: SERVICE - Basic concepts and components. - Interrelations between the components of the servuction for the adequate production of the service MODULE 3: DESIGN AND DEVELOPMENT OF THE SERVICE - Context: Who is the customer? What are your needs? What is the strategic orientation of the organization? What is the concept of service? - Service design - Service development - Service mapping (service blue print), through the use of ICT tools. - Service delivery	Theoretical Class	Summative Assessment

				- Process flow diagrams (Analytical course diagram)		
		To know the nature of the processes as a support tool and use the tools in operational decisions.	Skills	MODULE 3: DESIGN AND DEVELOPMENT OF THE SERVICE - Context: Who is the customer? What are your needs? What is the strategic orientation of the organization? What is the concept of service? - Service design - Service development - Service mapping (service blue print), through the use of ICT tools. - Service delivery - Process flow diagrams (Analytical course diagram)	Theoretical Class	Summative Assessment
		To know the importance of performance measurement as a criterion for defining productivity standards.	Knowledge	MODULE 2: SERVUCTION -Basic concepts and components. -Interrelations between the components of the servuction for the adequate production of the service MODULE 3: DESIGN AND DEVELOPMENT OF THE SERVICE - Context: Who is the customer? What are your needs? What is the strategic orientation of the organization? What is the concept of service? - Service design - Service development - Service mapping (service blue print), through the use of ICT tools. - Service delivery - Process flow diagrams (Analytical course diagram) MODULE 4: SERVICE PROCESS ANALYSIS - Technology and automation of services - Design of automated service processes - Process analysis - Analysis of the facilities in the service sector: integrator of the process and the operation	Projects Based Learning	Formative Assessment

		Give development strategies in service business processes understanding the role of the person as the centre of service provision and the development of processes in companies in the service sector	Skills	<p>MODULE 2: SERVUCTION</p> <ul style="list-style-type: none"> -Basic concepts and components. -Interrelations between the components of the servuction for the adequate production of the service <p>MODULE 3: DESIGN AND DEVELOPMENT OF THE SERVICE- Context: Who is the customer? What are your needs? What is the strategic orientation of the organization? What is the concept of service?</p> <ul style="list-style-type: none"> - Service design - Service development - Service mapping (service blue print), through the use of ICT tools. - Service delivery - Process flow diagrams (Analytical course diagram) <p>MODULE 4: SERVICE PROCESS ANALYSIS</p> <ul style="list-style-type: none"> - Technology and automation of services - Design of automated service processes - Process analysis - Analysis of the facilities in the service sector: integrator of the process and the operation 	Theoretical Class	Summative Assessment
<p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>BA&S ILO07: Understand the needs of people and organizations as well as the tendencies of service and hospitality, which prevail in the marketplace in order to design solutions that satisfy the needs of both internal and external customers.</p>						
BIBLIOGRAPHY	<ul style="list-style-type: none"> • Gelderman, C. , Semeijn, J., de Bruijn, A. (2015). Dynamics of service definitions—An explorative case study of the purchasing process of professional ICT-services. Journal of Purchasing and Supply Management, Vol. (21), pp. 220-227. • Heizer, J., & Render, B. (2009). Principios de administración de operaciones. México: Pearson Educación. 					

	<p>COMPLEMENTARY LECTURES</p> <ul style="list-style-type: none">• Johnston R., Clark G., Shulver M. (2012). Service Operations management. England: Pearson.• Consulta de artículos científicos en bases de datos de alto impacto.
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