

Programme of “Economia e gestione delle imprese di servizi” – “Service business management”		
LM-77 (2nd Cycle degree in Administration Economics and Finance)		
1st year, 1st semester		
Number of ECTS credits: 9 (workload is 63 hours; 1 credit = 7 hours)		
Professor: Loredana Taccone		
1	Course objectives	<p>The course aims to provide students the theoretical and methodological tools (strategic, organizational and functional analysis) to analyze public and private service businesses.</p> <p>The course will enrich the capacity of students to systematically analyze the service businesses in terms of strategies and activities to reach and maintain a competitive advantage position. Moreover, the course deepens the marketing strategies and activities to build/increase/maintain the customer relationship management.</p>
2	Course content and Learning outcomes (Dublin descriptors)	<p>Students are introduced to issues concerning:</p> <ul style="list-style-type: none"> – Service characteristics and concept; – Service business value creation; – Customer relationship management; – Service process and innovation management; – Service process and operations management. <p>On successful completion of this module, the student should</p> <ul style="list-style-type: none"> – have profound knowledge and understanding of, the growth and development process of service businesses and their critical factors to reach a competitive advantage position; – understand and explain the difficulties, opportunities and implications created by innovation and operations processes; – demonstrate ability in having a systematic perception of service business issues; – demonstrate capacity for reading and understanding other texts on related topics.
3	Prerequisites and learning activities	The student should know the basic notions of business management.
4	Teaching methods and language	<p>Lectures, project works and seminars.</p> <p>Italian Textbooks (compulsory):</p> <ul style="list-style-type: none"> • Gronroos C., Management e Marketing dei servizi, La gestione del cliente nel mercato dei servizi, Isedi, 2009 (Esclusi i Cap.11-12-14); • Zeithaml V.A., Bitner M.J., Gremler D.D., Bonetti E., Marketing dei servizi, Terza Edizione, McGraw-Hill, 2012 (Parte 1-2-3-4-5). <p>Italian Textbooks (suggested):</p> <ul style="list-style-type: none"> • Fontana F., Caroli M., Economia e Gestione delle imprese, McGraw-Hill, 2017; • Normann R., La gestione strategica dei servizi, EtasLibri, Milano, 1985; • Grant R.M., L'analisi strategica per le decisioni aziendali, Il Mulino, 2016; • Viassone M., Competere nell'era dei servizi: modelli, misure e strategie, Isedi, 2011.

		<p>English textbook:</p> <ul style="list-style-type: none"> • Gronroos C. (2015), <i>Service Management and Marketing: Managing the Service Profit Logic</i>, Wiley, ISBN: 978-1118921449; • Zeithaml V.A., Bitner M.J., Gremler D.D. (2012), <i>Services Marketing</i>, 6th Ed., McGraw-Hill, ISBN: 978-0078112058; • Grant R. M. (2016), <i>Contemporary Strategy analysis: text and cases edition</i>, 9th edition, Wiley, ISBN: 978-1-119-12084-1. <p>Reading list: papers provided in class (in English)</p>
5	Assessment methods and criteria	<p>The course includes an oral exam. In the case of a high number of students signing off to one exam session, the professor has the faculty of giving students a written exam to test their understanding of the basic concepts that are mandatory to pass the course. The student will have access to the oral exam only upon successfully passing the written test.</p>