



FUNDAÇÃO ARMANDO ALVARES PENTEADO
CENTRO UNIVERSITÁRIO ARMANDO ALVARES PENTEADO

Course: SERVICE MARKETING	Code: GRA0965	Workload: 36
Program: AG - BUSINESS ADMINISTRATION		

COURSE DESCRIPTION

Information on and importance of the service sector. Characteristics and elements of services. Service quality management. Cost and efficiency management in services. Human resources management and organization in services: forecasting; design and management of service facilities. Operations strategy.

COURSE OBJECTIVES

By the end of the course, students should be able to:

- master the main concepts of service management;
- understand the main service processes and their management;
- identify the importance of the service sector in today's society;
- recognize and analyze the importance of service quality management.

METHODOLOGY

Classes will be lecture-based and participatory, encouraging systematic and/or text-guided reading.

COURSE CONTENT

1. Information on and Importance of the Service Sector
 - 1.1 Introductory concepts
 - 1.2 The importance of services in the economy
 - 1.3 Services as internal support activities
 - 1.4 Service excellence model: operations for profitability
2. Characteristics and Elements of Services
 - 2.1 Introductory concepts
 - 2.2 Services and physical products
 - 2.3 The "service package" and its components
 - 2.4 Information technology transforming services
3. Service Quality Management
 - 3.1 Introductory concepts
 - 3.2 Customer loyalty and retention: front-office quality
 - 3.3 The process of building customer satisfaction
 - 3.4 Recovering dissatisfied customers
 - 3.5 Common errors in service quality assessment tools
 - 3.6 The importance of back-office quality in services
 - 3.7 Service process analysis and design
 - 3.8 The costs of non-quality: still neglected in services
 - 3.9 Fail-safe mechanisms (poka-yoke) in services
 - 3.10 Service quality improvement processes
4. Human Resources Management and Organization in Services
 - 4.1 Introductory concepts
 - 4.2 The work of high-contact employees
 - 4.3 Training, rewards and motivation
 - 4.4 Performance appraisal of service employees
 - 4.5 Outsourced employees
5. Forecasting, Design and Management of Service Facilities
 - 5.1 Introductory concepts
 - 5.2 Demand forecasting

- 5.3 Productive capacity of service facilities
- 5.4 Theory of constraints in capacity management
- 5.5 Decision-making process for service capacity
- 5.6 Location of service facilities
- 5.7 Layout of service facilities
- 6. Operations Strategy
 - 6.1 Introductory concepts
 - 6.2 Operations require strategic treatment
 - 6.3 The difference between operations strategy and operations management
 - 6.4 The question of "subordination" in strategy: top-down or bottom-up?
 - 6.5 Content and process of operations strategies
 - 6.6 Control of unplanned changes
 - 6.7 Organizational flexibility – dealing with the effects of unexpected change
 - 6.8 Basic elements of an agile operations strategy

BIBLIOGRAFIA BÁSICA

CORRÊA, Henrique Luiz; CAON, Mauro. Gestão de serviços: lucratividade por meio de operações e de satisfação dos clientes. São Paulo: Atlas, 2012. Trad. <https://integrada.minhabiblioteca.com.br/books/9788522479214..>

FITZSIMMONS, James A; FITZSIMMONS, Mona J. Administração de serviços: operações, estratégia e tecnologia da informação.. 7.ed.. Porto Alegre: 2014. Trad. <https://integrada.minhabiblioteca.com.br/books/9788580553291..>

LOVELOCK, Christopher H.; WRIGHT, Lauren. Serviços: marketing e gestão. São Paulo: Saraiva, 2001.

BIBLIOGRAFIA COMPLEMENTAR

GIANESI, Irineu G. N; CORRÊA, Henrique Luiz. Administração estratégica de serviços: operações para a satisfação do cliente. São Paulo: Atlas, 2012. Trad. <https://integrada.minhabiblioteca.com.br/books/9788522479191..>

JOHNSTON, Robert; CLARK, Graham. Administração de Operações de Serviço. São Paulo: Atlas, 2002.

LAS CASAS, Alexandre Luzzi. Marketing de serviços. 6. São Paulo: Atlas, 2012. Trad. <https://integrada.minhabiblioteca.com.br/books/9788522483143..>

LIMA, Rosalvo. O ABC da empresa de serviços: como gerir uma empresa de serviços e transformá-la em um sucesso. São Paulo: Futura, 2006.

SPILLER, Eduardo Santiago et al. Gestão de serviços e marketing interno. 3ª ed. Rio de Janeiro: FGV, 2006.

OUTRAS PUBLICAÇÕES, VIDEOS E SITES

ASSESSMENT CRITERIA

TRUNCATE((((N1F*4) + (N2F*6))/10),1)

ASSESSMENT CRITERIA DESCRIPTION

N1F Exam

N2F Exam + Individual or Group Assignment