

SERVICES MANAGEMENT

Degree in Public Management

Code: 16507

Main Scientific Area: Public administration and finance

Lecturer: Diogo Augusto Freitas Moreira

Language of Instruction: Portuguese

Regime: S2

Contact Hours: 45h Total Workload: 95h

ECTS: 5,0

Objectives

The Service Management Curricular Unit (UC) aims to provide students with essential theoretical and practical knowledge related to public service management, in an integrated perspective that merges service operations management and marketing and, in this way, prepare future public managers and servants to design and operate services according to criteria of quality, efficiency and effectiveness, without neglecting the importance of understanding the needs and expectations of public services users and society, in order to ensure a public service management oriented towards value creation for all interested parts.

In order to provide Students with a broad set of knowledge that facilitates their understanding of the current challenges associated with service management, this curricular unit is organized into two modules: M1 - service operations management; M2 – public marketing.

Learning Outcomes

The first module intends that students: are able to understand the specificities inherent to the design and management of services and the importance of the operations management function; come into contact with a set of challenges facing the improvement of processes, and reflect on the applicability of operations and quality management tools to the specific context of public services.

The second module aims to explore the concepts and methods of service marketing, applied to the public sector, as well as to train students in the skills that allow them to understand and deal with the challenges posed by services in this area.

Course Contents

1. The role of services in the economy, nature and classification
2. Concept, planning and service design
3. Service operations management
4. Service quality management
5. Management of change and continuous improvement

6. Demand in services, marketing and customer satisfaction

7. Services Mix

Recommended Bibliography

Carapeto, C. e Fonseca, F. (2006). Administração Pública - Modernização, Qualidade e Inovação. Sílabo: Lisboa.

Corrêa, H. e Coan, M. (2002). Gestão de Serviços. Editora Atlas: São Paulo.

Doherty, T. e Horne, T. (2008). Managing Public Services - Implementing Changes. Routledge: NY.

Fitzsimmons, J. e Fitzsimmons, M. (2000). Administração de Serviços: operações, estratégia e tecnologias de informação. Bookman: Porto Alegre.

Grönroos, C. (2007). Service Management and Marketing. John Wiley Sons, Chichester.

Johnston, R. e Clarck, G. (2002). Administração de Operações de Serviços. Editora Atlas: São Paulo.

Kotler, P. e Lee, N. (2007). Marketing in the Public Sector - A Roadmap for Improved Performance. Wharton

School Publishing: NJ.

Osborne, S. e Brown, K. (2005). Managing Change and Innovation in Public Services Organizations. Routledge.

Pinto, S. S. (2003), Gestão dos Serviços: A Avaliação da Qualidade. Verbo: Lisboa.

Rocha, J. (2006). Gestão da Qualidade. Aplicação aos Serviços Públicos. Escolar Editora: Lisboa.

Learning and Teaching Methods

Students must learn the basic levels: the importance of services in the economy; identification of the service concept and description of its essential components; understanding the importance of aligning change, strategy and performance in public services; process-based organization; the conceptualization of "quality"; the demand for services and customer satisfaction; and the service mix

The achievement of these objectives are essential to reinforce the observation in the organizational context of the dimensions of service management. In this sense, the student may be able to apply in an organizational context a logic of organization based on processes and with the continuous improvement of the quality of public services, with close attention to the interests and needs of these users. At the problem-solving level, can be questioned about the existing organizational models, testing and applying new models, justified only according to the contexts.

Assessment Methods

Presencial regime:

Module 1 (M1): Operations Management

1. Test (60%) Minimum result: 8 points

2. Group work (40%)

Module 2 (M2): Public Marketing

1. Test (60%) Minimum result: 8 points

2. Group work (40%)

eLearning regime:

Module 1 (M1): Operations Management

1. Test (60%) Minimum result: 8 points

2. Group work (40%)

Module 2 (M2): Public Marketing

1. Test (60%) Minimum result: 8 points

2. Group work (40%)

Uc final result = 50%M1 + 50%M2

Exame evaluation

100% test