

# MGT553e Leadership in Service Innovation

**Level:** 5

**Credit Units:** 2.5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY SEMESTER

**E-Learning:** FULL - Learning is done ENTIRELY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. There are no face-to-face sessions. If the course has an exam component, this will be administered on-campus.

## Synopsis:

In an increasingly volatile, uncertain, complex and ambiguous business environment, organisations need to focus on leadership, innovation, customer experience and service excellence to gain a competitive advantage. This course examines best practices in business leadership, innovation, service management and customer experience design. It helps students develop the transformational mind-set and leadership skills needed to succeed in the changing market landscape. Students will learn about the environmental changes that led to an experience-based value model which demands that leaders have a strong background in customer experience, value co-creation, and change management to ensure that they are well prepared for the future and ready to maximise organisational resilience and continuous innovation.

## Topics:

- Customer Experience Foundations
- Value Creation in Service
- Principles of Service Innovation
- Service Design Thinking
- Crafting a Service Innovation Culture
- Service Interaction in a Digital World

## Learning Outcome:

- Design a customer journey map and understand the role of technology in transforming the customer experience
- Appraise the key elements of value co-creation and understand the importance of the service ecosystem
- Prioritise the importance of service design thinking principles, processes, methods and tools used in the design and delivery of service innovative in sustainable service experiences
- Recommend various blended approaches as well as emerging and advanced technologies including artificial intelligence, robotics, augmented and virtual realities and digital media to enhance service interaction across sectors
- Propose ideas from multiple perspectives to identify reasoning in a variety of fields with differing assumptions, contents and methods
- Create the organisation's projected brand and reputation with the customer
- Examine emerging technology trends for new technological products, services and techniques

## Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
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<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	DISCUSSION BOARD 1	15
	DISCUSSION BOARD 2	20
	PARTICIPATION 1	15
Overall Examinable Components	ECA	50
<b>Total</b>		<b>100</b>