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| Assignment 2 |
| **Assignment type** | Essay |
| **Assignment Structure and format** | The assignment will be marked according to the following main criteria:* the extent to which service management ideas, theories and techniques are well argued specifically in terms of purpose, application, potential limitation and how they might contribute to the success of a business
* the use of appropriate sources of information (e.g. reputable business journals, research reports, academic journals and professional journals)
* the degree to which the information put forward in the critique is synthesised, critically evaluated and analysed
* the degree to which appropriate conclusions are derived from a critical evaluation of the main issues raised

Other considerations include:* clarity and structure of the arguments
* overall presentation, including spelling, grammar and punctuation.

**Assignment Question:**With reference to a service organisation of your choice, critically evaluate how the following approaches to service marketing management – namely,* process improvement,
* human aspects and
* managing resource capacity

can potentially contribute to the success of a service organisation. Your evaluation of processes, human aspects and resource capacity should be critiqued with specific reference to purpose, application and limitations AND with regard to how the effective management of these areas might contribute to the success of the selected service organisation.**With reference to a service organisation**, either select one of the service organisations from the core text, or alternatively select a service organisation of your choice that is not in the core text. You must choose a real business. Select a focussed business unit (such as Virgin Trains), and avoid conglomerates with multiple products, processes and markets (such as the Virgin Group).**Include an Appendix**Please include an outline of the service organisation (this need not be very long) as an Appendix to your assignment. Typically, an overview of the service organisation can be put forward in a short paragraph. The overview of the service organisation in the Appendix will not count towards your final word count. |