



centro adscrito a:



UNIVERSITAT POLITÈCNICA  
DE CATALUNYA  
BARCELONATECH

# **EXECUTIVE MASTER IN SUPPLY CHAIN MANAGEMENT AND OPERATIONS MANAGEMENT**

## **INTEGRATED SERVICES MANAGEMENT TEACHING GUIDE**

**[2022-2023]**

## GENERAL DETAILS

<b>Name of module:</b>	Integrated Services Management
<b>Academic Year:</b>	2022 - 2023
<b>Degree:</b>	Executive Master in Supply Chain Management and Operations Management
<b>Number of credits (ECTS):</b>	4
<b>Date of latest revision:</b>	November 2022
<b>Lecturers in Charge:</b>	Oriol Pastor Utzet

## 1. GENERAL DESCRIPTION

This module develops specific aspects of service operations management, delving into the key areas of resource management, information management and project management. It provides basic knowledge for the comprehensive management of services.

The content is structured in two units:

- The first unit is entirely dedicated to the analysis of **resources and capacities** as a fundamental lever to maximize efficiency and increase the profitability of services, as well as the relevant role played by information flows in this system of operations.
- The second unit will focus on the management of service projects, their objectives and constraints and will delve into agile and Lean service management tools.

All sessions seek maximum interaction with the student, so that the contents can be adapted to the professional needs of each.

## 2. OBJECTIVES

- Provide students with a global perspective of the key elements in the direction and management of operations in the service environment.
- Teach resource capacity management techniques and tools.
- Identify possible information management solutions under the umbrella of Lean service management
- Understand what a project is and the dynamics that are acting with them
- Know what agile projects are and their management tools and methodologies.

## 3. CONTENTS

UNIT 1. Management of resources and information in services

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UNIT 2. Lean Service and agile project management

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## UNIT 1. Management of resources in services.

### Learning outcome

After the contents presented in this topic, students will be able to:

- Understand the main keys of resource management in services
- Analyse available capacity
- Assess information management as a key element in an operations system

### Content

1. Key attributes in service operations.
2. Management and analysis of resources and capacities
3. The relevance of the flow of information and tools.

## UNIT 2. Lean Service and Agile Project Management

After the contents presented in this topic, students will be able to:

- Know the base attributes of a project.
- Understand the main keys of the Lean Service methodology.
- Discover agile project and process management tools

### Content

1. Projects and Operations
2. Lean Service
3. Scrum, Kanban and MCT tools

## 4. **TEACHING AND LEARNING METHODOLOGY**

The teaching and learning methodology is developed from brief theoretical explanations that introduce examples and cases that facilitate the immediate application of the contents covered in each topic to the job. The deployment of the Learning by doing model, based on experiential training, enables participants to obtain action-oriented learning.

The subject is organized in such a way that the student can obtain knowledge of the different topics, manage to put them into practice, and develop a participatory, proactive and critical attitude towards them. For this reason, classroom sessions are divided into theory and practice, and learning activities are presented as an opportunity to complement the knowledge acquired and assimilate it in greater depth.

## 5. **ASSESSMENT**

The Executive Modular Education programs are based on a competency assessment model, in which the progress of the students in achieving the objectives set out in the study program is assessed.

The evaluation system for this module aims to guarantee both the understanding of the contents and the student's ability to put them into practice, assessing progress and continued effort. Teaching staff will ensure the assimilation of the contents through the evaluable activities and the tutored project in the classroom.

## 6. BIBLIOGRAPHY

- Kegan, Robert; Laskow, Lisa. *Immunity to Change. How to overcome it and unlock the potential in yourself and your organization*. Harvard Business Review Press.
- PMOK. *A Guide to the Project Management Body of Knowledge*. Guide Editorial: Project Management Institute.