



UTS:SHORT COURSES

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Service Excellence

- an appreciation for value creation and service delivery

The service sector plays a dominant role in a world that is becoming flat through networking, information and knowledge, and is a key driver of growth in many developed economies. Service Science is a multi-disciplinary course designed to help create value through business opportunities across multiple perspectives of design, management, delivery and evaluation of services. This program advances your individual potentials within the services paradigms and arms you with key strengths and capabilities required to thrive in the Australian services and knowledge based economy.

Key issues covered in this program include:

- The inquiring mind - Service Economy
- What is a service and what are the key attributes of a service
- Why is service so important – differences/similarities
- How do you create and deliver value – the multi-dimensional nature of innovation in service
- How interdisciplinary research may be effective in understanding service dynamics
- Skills and capabilities for managers and executives in service.

Course Objectives

This two-day course aims to provide participants with the knowledge and skills to:

- Develop an understanding of service fundamentals, service value creation and a service system
- Understand how to create value through services - technological and non-technological innovation in services
- Realise the importance of collaboration and relationships with customer, supplier and other stakeholders including customer as a co-creator of value
- Rethink service paradigms/business models - service value networks in search for inspiring solutions
- Recognise the impact of service technologies on design and delivery of services – role of networks, technology, information, knowledge, leadership, management and culture in capability building and service innovation
- Apply these concepts and principals to assigned cases specific to suit your needs, and to the management, design and development of a new service concept through a blended process of experiential, engaging and reflective learning.

This training course may contribute to your CPD (Continuing Professional Development) requirements.

Who Will Benefit?

This course is particularly useful for:

- Senior managers
- Executives
- Directors, and
- Business leaders

in both service and manufacturing organisations; and public and private sectors. This particularly suits those involved in the design, management and delivery of new service offerings through new business ideas and opportunities.

Program - Day One

- What is Services Science and what is a service? - The emerging 'Services Science' for a smarter planet
- Defining the Service System and the Service Concept
- Customer Logic - Customer the co-creator of value
- Managing Innovation in Services

Program - Day Two

- Emerging Business Models and Services Value Networks
- Capability building in services
- Role of Technology in service design, management and delivery
- Measuring service performance – service quality, customer satisfaction, service productivity/innovation
- Role of human capital, current issues and trends.

This course will provide an engaging and experiential learning through a mix of lectures, guest presentations, case studies, interactive exercises and discussion of latest research findings.

Further Information

Enrolment enquiry:

Tel: 02 95142912

E: short.courses@uts.edu.au

Course content enquiry

Tel: 02 9514 3504

E: executive.development@uts.edu.au

Course Details
2012 Program Dates
Duration 2 days (9am-5pm)
Price \$2,420 (incl GST)
Discounts 15% for 3+ enrolments 10% for UTS Alumni
Presenter Dr Renu Agarwal
Location City/Haymarket Campus
Max. Enrolments 28
Entry Requirements None



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Dr Renu Agarwal *PhD (Macq) MEngSc (USyd), B.Tech. IIT Kanpur*

Dr Renu Agarwal is the Research Director, Management Practices Projects and a Senior Lecturer at UTS. Renu possesses a unique blend of extensive industry experience at SRA of NSW, Telstra Corporation and its joint venture company REACH, and is now an active academic, researcher and consultant.

She won the ANZAM Best Doctoral Dissertation Award 2008 for her research titled "*Drivers and outcome of elevated service offerings in a collaborative organisational environment*". Renu's research interests are in service value networks, innovation in services, dynamic capability building, management practices and its impact on firm performance, and in management education. She has several federal government research grants, publications and a book chapter to her name.

Guest Presenters

Andrew McCredie *BSc, MEnvSc, MBA*

Andrew McCredie is the Executive Director of the Australian Services Roundtable. ASR is the peak business body for Australia's services sector. Prior to joining ASR in 2008, Andrew spent 20 years in the Commonwealth Public Services in portfolios of Industry and Innovation, Prime Minister and Cabinet, and Foreign Affairs and Trade, including time as Industry and Science Counsellor, Australian Embassy, Korea.

Kaaren Coonan *BA & LLB (SydUni), LLM(UNSW)*

Ms Kaaren Koomen is the Director of Government Relations and Public Policy for IBM Australia and New Zealand, advising the company on broadband, communications, digital applications, intellectual property and trade issues. Prior to joining IBM, Ms Koomen was General Manager, Multimedia Regulation and Strategy at Singtel Optus.

Represented Australia at the OECD, APEC and the European Commission and in 1997 led an International Study on the Internet for UNESCO. Held many elected industry roles and is currently President of the Australian Services Roundtable (ASR), a Director of the Australian Information Industry Association (AIIA), and in 2008 was appointed by the Minister for Broadband, Communications and the Digital Economy to the Government's Cybersafety Consultative Committee.

Allan Ryan

With a diverse range of experience and skills, Allan Ryan is ably placed as one of Australia's authorities on leadership. From leading a new technology venture supplying the automotive industry, to leading one of Australia's largest not-for-profits through a significant organisational change program, to leading over 50 of Australia's top companies to collaborate on the topics of innovation, leadership and sustainability, Allan has covered the gamut of leadership.

Allan's leadership qualities came to the fore at an early stage when his excellence was acknowledged by the University of New South Wales where Allan was awarded with a prestigious University Medal. He continued to expand his leadership skills as Executive Education faculty at the Australian Graduate School of Management and consolidated this with application in the business world. Currently leading the Hargraves Institute in its quest for collective wisdom; the Managing Innovation, Change and Growth Program at the Macquarie Graduate School of Management; and Managed Innovation International in transferring the learned skill that is "innovation" to businesses worldwide, keeps Allan busy on his continuous learning that is effective leadership.

Karl Sice, Regional Vice President, Gartner ANZ

Karl Sice has more than 20 years of experience in the Australian, Asian and North American ICT markets. He boasts an outstanding track record of success in high profile multi-national enterprises such as American Express and Dell, where he has consistently and profitably achieved and exceeded challenging targets in the face of intense competitor and market pressure. His functional experiences include P&L management, strategic business planning, organisational planning and development, change management, competitive analysis, sales leadership and driving culture shifts. The teams that Karl has lead are motivated and have delivered excellent performance. Karl has proven his ability to successfully introduce and sustain highly effective sales and business development systems and processes.