

SM SNOG | Service Management SNOG
AY2024-2025 | Term 2(1) | January 7 – February 14, 2025
Tuesdays & Fridays | 0945-1145, JST

SERVICE MANAGEMENT

From the Pre-digital Classics into the Post-digital Frontiers

INSTRUCTOR | Yoshinori (Yoshi) Fujikawa | yfujikawa@ics.hub.hit-u.ac.jp

TEACHING ASSISTANT | TBD

COFFEE CHAT | Tuesdays, 1145-1200 JST | Stay on Zoom session

OFFICE HOUR | Fridays, 1200-1245 JST | Sign up on Miro board



Hitotsubashi University Business School
School of International Corporate Strategy



GLOBAL NETWORK FOR
ADVANCED MANAGEMENT

OBJECTIVES | What We Want to Do Together

By introducing you to **Service Management**, an emerging field of **management science**, this course intends to help you to:

- See ongoing **fundamental shift in management logic on value creation and value capture**, and,
- Seize opportunities and challenges in leading business **in this tough but exciting time (Post-digital x Post-pandemic)**.

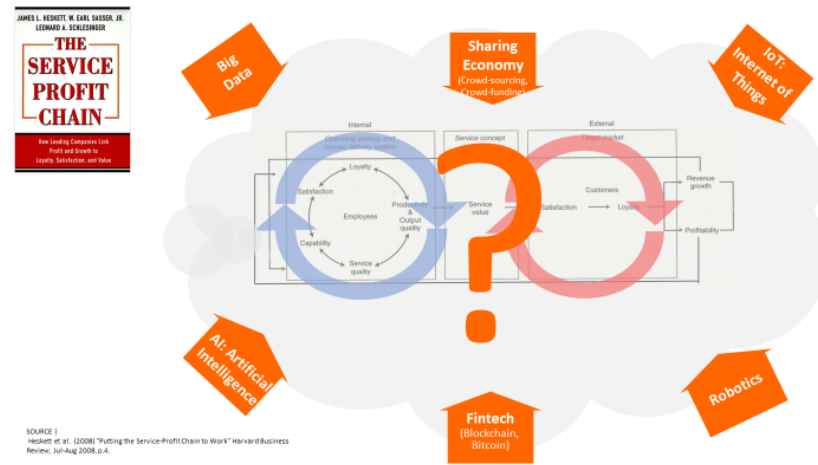
APPROACH | How We Want to Get There

OBJECTIVES | What We Want to Do Together

By introducing you to **Service Management**, an emerging field of **management science**, this course intends to help you to

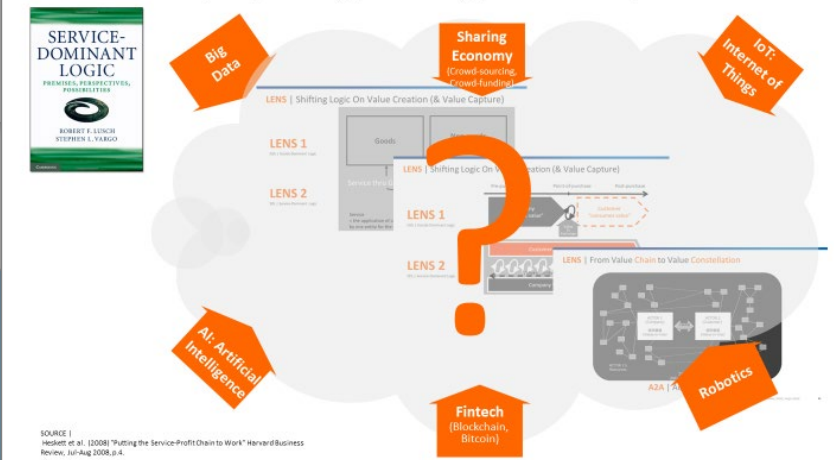
- See ongoing **fundamental shift in management logic on value creation and value capture**, and,
- Seize opportunities and challenges in leading business in this **exciting time (Post-digital x Post-pandemic)**

MODULE 1 | Extending Pre-digital x Pre-pandemic Classics



135

MODULE 2 | Exploring Post-digital x Post-pandemic Frontiers



141

SERVICE MANAGEMENT From the Pre-digital Classics into the Post-digital Frontiers

INSTRUCTOR | Yoshinori (Yoshi) Fujikawa | yfujikawa@ics.hub.hit-u.ac.jp
TEACHING ASSISTANT | TBD
COFFEE CHAT | Tuesdays, 1145-1200 JST | Stay on Zoom session
OFFICE HOUR | Fridays, 1200-1245 JST | Sign up on Miro board



Hitotsubashi University Business School
School of International Corporate Strategy



GLOBAL NETWORK FOR
ADVANCED MANAGEMENT

STRUCTURE | Two Module Structure

Term 2(1), 2024-2025
TUE & FRI, 0945-1145 JST


SERVICE MANAGEMENT | From the Pre-digital Classics into the Post-digital Frontiers
YOSHINORI (YOSHI) FUJIKAWA | yfujikawa@ics.hub.hit-u.ac.jp

VERSION:
July 31, 2024


Session	Date	Topic	Case	Article	Guests, Audio Visuals, & Assignments
MODULE 1 Extending the Pre-digital x Pre-pandemic Classics					
1	JAN 7 TUE	Course Introduction: What is Service?		Heskett et al. (2008) "Putting the Service-Profit Chain to Work" Harvard Business Review, Jul 2008 (R0807L)	
2	JAN 10 FRI	Service Profit Chain (Focus: Strategy)	Shouldice Hospital Ltd. (HBS 9-683-068)		WEB "Stitch in Time"
3	JAN 14 TUE	Managing Service Employees 1 (Focus: OB/HRM)	Strategic Review at Egon Zehnder International (A) (HBS 9-904-071)	"Future of Work" websites: BCG, McKinsey, OECD, World Economic Forum, etc.	GUEST Grant Clayton, Managing Partner, Egon Zehnder Atlanta Office (To be confirmed)
4	JAN 17 FRI	Managing Service Employees 2 (Focus: OB/HRM)	International Management Group (IMG) (HBS 9-702-409)	Cappelli (2008) "Talent Management for the Twenty-First Century," Harvard Business Review, March 2008 (R0803E)	DVD "Jerry Maguire"
5	JAN 21 TUE	Managing Service Customers (Focus: Marketing Management)	Federal Express: The Money Back Guarantee (A), (B), & (C) (HBS 9-690-004, -005, & -006)	Service Recovery (HBS 9-801-342) Service Quality Gaps Model (Websites: Custify, Expert Program Management, etc.)	
6	JAN 24 FRI	Managing Service Operations (Focus: Operations Management) & Module 1 Wrap-up	Manzana Insurance – Fruitvale Branch (Abridged) (HBS 9-692-015)		
MODULE 2 Exploring the Post-digital x Post-pandemic Frontiers					
7	JAN 28 TUE	Service Dominant Logic	Weathernews Inc. (A) & (B) (ICS-112-001-E, ICS-112-002-E)	One from Service Dominant Logic (SDL) Literature - Early Years (mid-late 2000s); One from SDL Literature - Recent Years (2010s- 2021).	TEAM ASSIGNMENT Introduction
8	JAN 31 FRI	Multi-sided Platform	Airbnb (A) (HBS 9-912-019)	Hagiu, A. (2014) "Strategic Decisions for Multisided Platforms," MIT Sloan Management Review (SMR477)	
9	FEB 4 TUE	Open Service Innovation	LEGO Products: Building Customer Communities Through Technology (Michigan, W93C26)	Chesbrough (2011) "Bringing Open Innovation to Services," SMR, Jan 2011 (SMR377)	GUEST Kohei Nishiyama, Founder and CEO, CUUSOO System (To be confirmed)
10	FEB 7 FRI	Smart Connected Products	Digital Transformation at GE: What Went Wrong? (Ivey, W19499)	GE and the Industrial Internet (HBS 9-614-032); Iansiti & Lakhani (2014) "Digital Ubiquity: How Connections, Sensors, and Data Are Revolutionizing Business," HBR, Nov 2014	
11	FEB 11 TUE	Value Co-creation & Value Capture	Waze: Product Evolution and Fundraising (Stanford E-500)	Michel (2014) "Capture More Value," HBR, Oct 2014 (R1410F)	
12*	FEB 14 FRI 0900-1300 JST	Team Assignment Final Presentation & Course Wrap-up	---	---	TEAM ASSIGNMENT Final Presentation


MODULE 1.

Extending Pre-digital x Pre-pandemic Classics


 **SHOULDICE®**
HERNIA HOSPITAL

EgonZehnder


sports · entertainment · media

 Harvard Business School


9-692-015
Rev. January 30, 1997





Manzana Insurance: Fruitvale Branch (Abridged)


MODULE 2.


Exploring Post-digital x Post-pandemic Frontiers







 **GE Digital**



4

EVALUATION | Point & Grade

POINTS | 100 Points in Total

- **30 Points** | Class Contribution – Zoom, Chat (if picked), PollEv (if picked)
- **40 Points** | Individual Assignment – Canvas Discussion Board
- **30 Points** | Team Assignment – Final Project

GRADE | Letter Grade

- **95+ = A+**
- **90-94 = A**
- **75-89 = B**
- **60-74 = C**
- **0-59 = F**

COURSE GRADE QUOTA (Applied only to Hitotsubashi ICS students)

- The total number of A+'s/A's awarded must be less than or equal to one-third of the total number of A+'s/A's/B's/C's awarded.
- The total number A+'s awarded must be less than or equal to one-third of the total number of A+'s/A's awarded.

LAST YEAR | SM SNOC | 40 MBA/EMBA; 13 GNAM Schools

SM SNOC | Service Management SNOC
AY2023-2024 | Term 1(2) | November 10 – December 19, 2023
Tuesdays & Fridays | 0700-0900AM, JST

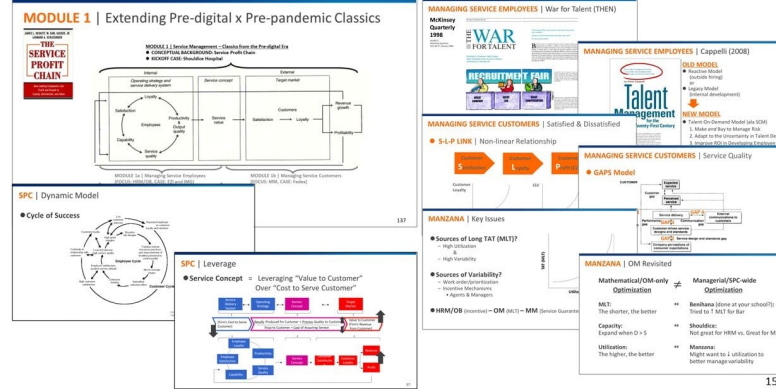
SERVICE MANAGEMENT From the Pre-digital Classics into the Post-digital Frontiers

INSTRUCTOR | Yoshinori (Yoshi) Fujikawa | yfujikawa@ics.hit-u.ac.jp
TEACHING ASSISTANT | Roger Sherrin | rogersherrin@gmail.com
COFFEE CHAT | Tuesdays, 0900-0915AM JST | Stay on Zoom session
OFFICE HOUR | Fridays, 0915-1000AM JST | Sign up on Miro board

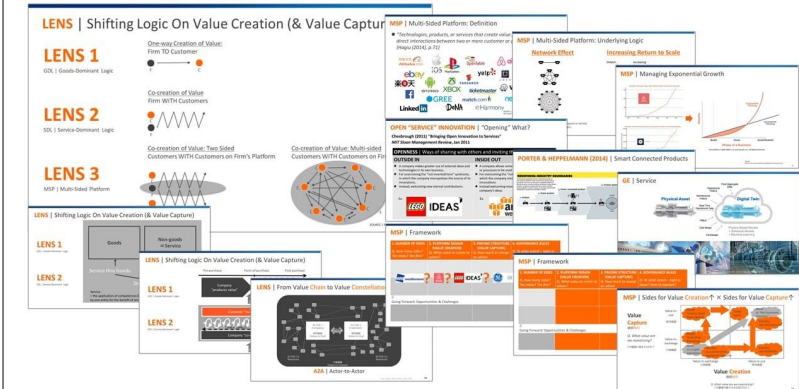
ICS Hitotsubashi University Business School
School of International Corporate Strategy

GLOBAL NETWORK FOR
ADVANCED MANAGEMENT

MODULE 1 | Classics from the Pre-digital Era



MODULE 2 | Exploring Post-digital x Post-pandemic Frontiers



Where are you ORIGINALLY from? Country? City?

33

mexicooo
beijing jakarta shanghai, china
india boston malaysia north
seoul angeles korea montreal
medan philippines south
mongolia los australia
kong brazil china barcelona
romania myanmar yangon
sumatera sydney lisbon kerala hong
shanghai

