

Establishing SSME as a new academic discipline: Thought Leadership Workshop

September 17th and 18th 2008

Manchester Business School, Oxford Road, Manchester

The service sector is the fastest growing segment of the world economy with a complex set of challenges bringing together people, technologies, organisations and information. There is an urgent need for UK Higher Education to respond to the requirement of business and public sector organisations in their quest for service innovation and service excellence. This two day workshop provides an opportunity to connect with leading researchers and practitioners, and to contribute to the development of a new academic discipline.

The outcomes from the workshop will include:

- an agreed "requirement" from business and public sector organisations
- the scope of what comprises service science courses and what constitutes 'core' material
- examples of innovation in course design or delivery
- the way forward for future UK curriculum development including:
 - a list of current modules and courses plus contacts
 - a list of establishments that agree to work to provide modules and / or courses
 - a framework for managing the course / module development
- a "press release" on the agreement of the conference: "the conference agreed that service science is a critical success factor for the UK economy and plan to develop detailed curricula to address the gaps"

This will be a highly interactive two days bringing together offerings and curriculum development across a wide range of disciplines. The White Paper 'Succeeding through service innovation' is essential pre-reading <http://www.ifm.eng.cam.ac.uk/ssme/>

Registration for this event opens on July 7th.

To be kept informed of this and other SSME events register today as a network member with www.ssmenetuk.org