



Service Futures: Education & Skills

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The role of the CSR Centre in developing Service Education and Skills

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Combining the strengths of UMST and The Victoria University of Manchester

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Blueprint for Service Education

- Study carried out as part of the SSMEnetUK (www.SSMEnetUK.org)
- Purpose
 - To make the task of introducing new programmes into the curriculum easier
 - Based on a framework of seven questions asked by most university curriculum approval processes
 - Not a detailed curriculum design for a specific programme, but can be used as a basis for design

Work carried out by Prof Linda Macaulay , Dr Claire Moxham and Dr Babis Theodoulidis

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Blueprint Framework

- Need for Service Education
 - Rationale
 - Target Market (UG, PGT, PGR, CPD/Exec)
- Existing Resources and Programmes
- Content and Delivery
- Key Learning Outcomes and Graduate Capabilities/Skills

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Main Issues Raised

- Currently no Masters in the UK
- Main education activities on professional development: CPD/Exec Ed
- Internationally, programmes vary substantially (target market, content); mainly MSc programmes in existence
- Despite discussing the service education and skills for almost four years it seems that progress is slow

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Some Observations - I

- Lack of recognition of the importance of studying SSME among prospective students
- The use of SSME as a title has low recognition among students
- Job opportunities for SSME graduates are not clear; job titles and job roles have yet to be fully articulated.
- Academic staff often find it difficult to convince other academics and senior administrators of the need for SSME or service oriented curricula.

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Some Observations - II

- Discipline gaps continue to fragment the study of services
 - It has traditionally been associated with the Services sector (Human-to-Human service systems)
 - The SSME agenda is wider covering Human-to- IT System and IT System-to-IT System services
- Skill frameworks such as SFIA do not address service skills in a substantial way

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Service Futures - Business

- Provide active endorsement of programmes
- Specify job roles and career opportunities
- Provide direct support such as bursaries for students, placements, etc
- Continue to work with academics to develop the curriculum
- Widen the base of companies actively involved

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Service Futures – Government

- Support research in the area so that academics can develop research-led curricula
- Provide direct support for programmes e.g., bursaries for students
- Assist in the development of ‘open source’ curricula materials
- Support the interface between universities and businesses to facilitate business-led curricula

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Service Futures - Academia

- Continue to engage with business and government and seek opportunities for support to develop the discipline
- Continue to work towards the development of genuinely multidisciplinary programmes within institutions and between institutions
- Help grow the body of knowledge through research and teaching initiatives

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A black stick figure is shown from the side, holding a large, white, rectangular sign with a black border. The sign is tilted slightly to the right and has the words "THE END" written on it in bold, black, capital letters. The figure is standing on a light gray background.