

Class Discussion on 30/9

- Assume that you are the Head of the Department of Computing and you are now considering the 4 Is of Lecturers in the Department. Bear in mind the basic principles of 3Ps in managing services, briefly comment on how each of the Ps could be improved on the 4 Is.

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1

Intangible

- Physical
 - Better teaching environment and facilities to generate a better **impression** on the quality
- Process
 - Building and equipment that helps to make the service more tangible in **appearance**
- People
 - Appearance of staff and students with professional **images**

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Inconsistent

- Physical
 - Harmonization** of environment (color, tone, design...etc.).
 - Consistency** of facilitating equipment (software, hardware, interfaces...etc.)
- Process
 - Consistency** on material delivery, teaching methods and assessment methods
- People
 - Proper **training** of lecturers on the above process and **selection** of students in consistent standards

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Inseparable

- Physical
 - Environment and equipment that **facilitate the contacts** between lecturers and students
- Process
 - Mode of delivery (online and offline) that would **improve the interactions** between lecturers and students
- People
 - Mode of **actual contacts** (language, presentation styles...) between lecturers and students

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Inventory

- Physical
 - Different **forms of storage** the service: notes and scripts, audio tape, video tape,... etc.
- Process
 - Different **forms of delivery**: live streaming of audio or video
- People
 - Different **offerings** on staffs for different students at different time

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