



# **MBA651**

## **Managing Service-Based Industries**

Assessment 1 Webinar



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# Assessment 1 Overview

| Assessment         | Learning objective | Weighting | Submission mode  | Submission due in   |
|--------------------|--------------------|-----------|--|---|
| Service Experience | LO 1 & 2           | 25%       | Individual Written Analysis<br> | Tuesday 8 <sup>th</sup> of August 2023.<br>Week 4 at 23:55 (AEST) |

|             |  |
|-------------|--|
| <b>LO1:</b> | Evaluate the decision-making processes of consumers in service-based contexts                  |
| <b>LO2:</b> | Justify the most effective characteristics of service-based industries and the service economy |



# What is due in Week 4?

| Assessment                         | Learning objective | Weighting | Submission mode  | Submission details                                    |
|------------------------------------|--------------------|-----------|--|---|
| Assessment 1<br>Service Experience | LO 2 & 3           | 25%       | <br>Individual<br>Written<br>Analysis | Tuesday 8<br>August 2023<br>Week 4 at 23:55<br>(AEST) |



# The Task

Individually, you are required to prepare a 1200-word service experience analysis by demonstrating content knowledge of weeks 1 to 3.



# The Task Cont.

During **week 1**, we discussed the core components of service.

This task evaluates your understanding of the characteristics of service-based industries and the service economy.

You must select a service experience from YOUR customer point of view and link it to one of the core components of service.

Students will be assessed on their ability to convey a personal service experience while justifying the interactions made during that experience and making connections with one main component of service from the 5 I's.

# Defining the 5 “I”

- (i) **Intangibility**, since services are intangible;
- (ii) **Inventory (perishability)**, since services cannot be stored;
- (iii) **Inseparability**, since service provider is indispensable for a service delivery;
- (iv) **Inconsistency (variability)**, since each service is unique; and
- (v) **Involvement**, since services require customer participation in the service delivery process.



# The Task Cont.

Please pay specific attention to your workshop facilitator's instructions and advice regarding service experiences that might be difficult to convey. Some experiences might have too many interactions or might have been exposed to unique circumstances or a different context, this is likely to impact the experience, and it will be challenging to clarify externalities within 1200 words.

Appropriate examples might include:

- A hotel stay
- A dining experience
- A coffee shop interaction
- A doctors appointment
- An online purchase
- A personalized experience (massage, catering)



# Any Questions?



# The experience will set a tone for the entire submission.

Once you've identified the experience.

1) Share the experience in the first person while still aligning to a high level of formality. The main elements of the experience should be shared. Such as the purpose of the experience, conversations with staff members, your personal expectation, the background of why you engaged in this service experience, the most meaningful interactions or conversations, and the overall outcome of the experience.

2) Once you've shared a comprehensive and detailed experience, you must link your service experience to one of the 5 core service components (intangibility, inventory, inseparability, inconsistency, and involvement).

You can select the **most appropriate** component or the one you believe has the strongest link to your experience.



# Connect the experience with the concept.

Remember to **justify** the relevance between the experience and your selected service component.

Using logic and reasoning, emphasize the main details of your experience that most clearly indicate and explain the correlation between the experience and the service component.

# Any Questions?





# Things to remember

The findings presented in this written analysis must be based on your experience, the justification made with ONE of the 5I's, and the incorporation of theories and concepts discussed in weeks 1 to 3.

This file must be submitted as a 'Word' document to avoid any technical issues that may occur from an incorrect file



# Basic Example

*My personal experience occurred on the 20<sup>th</sup> of July at a doctors clinic.  
I had previously made an appointment online.*

*When I entered the clinic, I went to the front desk and checked in directly with the receptionist. This was my second interaction with the service provider.*

*My interaction with the receptionist highlighted the inseparability characteristic of service, as I consumed the service “the notification of being told that my appointment was on time”, while the receptionist was producing it.*

*Once I entered the consultation room, the doctor gave me a comprehensive eye examination and then issued a treatment plan.*

*This entire interaction showcased once again the inseparability component, as the expertise of the doctor is being provided while he is sharing a treatment plan, and I am consuming the information as a specific patient.*

# How to get an HD?

## MBA651 Assessment 1 Marking Rubric – Service Experience 25%



| Marking Criteria ( ___/100)        | F (Fail)   |  | P (Pass)  | C (Credit)  | D (Distinction)  | HD (High Distinction)   |
|------------------------------------|--|--|---|---|--|---|
|                                    | 0 – 34%  | 35-49%   | 50 – 64%  | 65 – 74%  | 75 – 84%   | 85 -100%  |
| Service overview<br>___/30 marks   | You provided a generic description of a service experience requiring further logic and details to aid the reader's understanding of the entire experience.   | You provided a vague overview of the service experience requiring further storytelling details to aid the reader's understanding of the entire experience.   | You provided a mostly holistic overview of the service experience with adequate storytelling details aiding the reader to understand the whole experience.  | You provided a mostly holistic overview of the service experience with sufficient storytelling details aiding the reader to understand the whole experience.  | You provided a holistic overview of the service experience with proficient storytelling details, enhancing the reader's understanding of the whole experience.   | You provided a holistic overview of the service experience with exceptional storytelling details, immersing the reader into the whole experience.   |
| Service components<br>___/20 marks | You attempted to link your service experience to one of the 5 core service components by demonstrating a limited understanding of the content covered in weeks 1 to 3.   | You linked your service experience to one of the 5 core service components by demonstrating a developing understanding of the content covered in weeks 1 to 3.   | You linked your service experience to one of the 5 core service components by demonstrating an adequate understanding of the content covered in weeks 1 to 3.   | You linked your service experience to one of the 5 core service components by demonstrating a sufficient understanding of the content covered in weeks 1 to 3.  | You linked your service experience to one of the 5 core service components by demonstrating a proficient understanding of the content covered in weeks 1 to 3.   | You linked your service experience to one of the 5 core service components by demonstrating an expert understanding of the content covered in weeks 1 to 3.   |
| Justification<br>___/30 marks      | You described a connection between the experience and your selected service component by using vague logic and reasoning with minimal emphasis on the main details of your experience, indicating no correlation between the experience and the service component. | You adequately explained the connection between the experience and your selected service component by using some logic and reasoning with minimal emphasis on the main details of your experience, indicating a weak correlation between the experience and the service component. | You adequately justified the relevance between the experience and your selected service component by using some logic and reasoning with minimal emphasis on the main details of your experience, indicating a weak correlation between the experience and the service component. | You sufficiently justified the relevance between the experience and your selected service component by using some logic and reasoning with significant emphasis on the main details of your experience, indicating a strong correlation between the experience and the service component. | You proficiently justified the relevance between the experience and your selected service component by using thought-out logic and reasoning with significant emphasis on the main details of your experience, indicating a strong correlation between the experience and the service component. | You expertly justified the relevance between the experience and your selected service component by using a well-thought-out logic and reasoning with utmost emphasis on the main details of your experience, indicating the correlation between the experience and the service component. |
| Format<br>___/10 marks             | Your writing is disjointed and demonstrates limited structure, thought and consideration for the intended audience.  | Your writing is often disjointed but demonstrates some structure, thought and consideration for the intended audience.   | Your writing is fluent but not always connected, demonstrating an adequate structure, thought and consideration for the intended audience.  | Your writing is fluent, demonstrating sufficient structure, thought and consideration for the intended audience.  | Your writing is fluent, demonstrating a comprehensive structure, thought and consideration for the intended audience.  | Your writing is excellent, demonstrating a comprehensive structure, thought and consideration for the intended audience.  |
| Grammar/Spelling<br>___/10 marks   | Consistent errors in spelling and grammar impacted the flow and readability of your written submission.  | Though there are consistent grammar and spelling errors, these do not detract from the readability and flow of your written analysis.  | Though there are some grammar and spelling errors, these do not detract from the readability and flow of your written analysis.   | Mostly correct grammar and spelling with errors that do not impact the readability and flow of your written analysis.   | Errors in grammar and spelling are rare, enhancing the readability and flow of your written analysis.  | Perfect grammar and spelling throughout, with excellent readability and flow of your written analysis.  |

Feedback and grades will be released via [MyKBS](#).

# Any Questions?

