Service Science, Management & Engineering Student Offering

Service Science, Management and Engineering (SSME) is a growing multi-disciplinary research and academic effort that integrates aspects of established fields like computer science, operations research, engineering, management sciences, business strategy, social and cognitive sciences, and legal sciences.

As global markets become increasingly service-based economies, employment growth will be concentrated in the service-providing sectors of the global economy, and service innovation will be needed to maintain profits. Service design, development, marketing and delivery all require methods to make service businesses more efficient and scalable. Practitioners need depth and breadth in combinations of technology, business, and organizational studies, even at the undergraduate level.

This student offering will get you on your way to learning more about SSME. Each step in the learning roadmap includes links that will take you directly to the referenced source.

1. Gain an overview of SSME and access to a wealth of related learning resources.

- **SSME Overview**

- **IBM's library of SSME Articles**

- **Course Materials donated by Universities around the world**

- **Read a recent white paper from the University of Cambridge** on *'Succeeding through Service Innovation'*

- IBM Systems Journal, **Special Issue on Service Science, Management and Engineering**

- Learn about the Ten Types of Service Innovation Analysis by reading '*Seizing the White Space, Innovative Service Concepts in the United States'*.

2. Case studies and tutorials are an excellent way to improve your skills in SSME.

- [Case Studies](#)

- [Real world challenges](#)

3. These great reference guides contain a wealth of information.

- [SSME-related book references](#)

- [Other university resources](#)

- [Industry and Government resources](#)

4. Join an SSME Community!

- [Service, Research & Innovation Community](#)

We hope you find this information in this document helpful. Check out our other offerings listed in the [Student Software Catalog](#) and continue to learn about leading-edge technologies from IBM. The IBM Academic Initiative team wishes you every success in your academic career!