



## PROJECT NOTIFICATION

Ref. No.: 22-CP-33-GE-DLN-A-PN2200094-002

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|---------------------------------------|----------------------------------------------------------------|
| <b>Date of Issue</b>                  | 22 September 2022                                              |
| <b>Project Code</b>                   | 22-CP-33-GE-DLN-A                                              |
| <b>Title</b>                          | APO e-Course on Productivity Measurement in the Service Sector |
| <b>Launch Date</b>                    | 25 January 2023                                                |
| <b>Hosting Country(ies)</b>           | APO Secretariat                                                |
| <b>Modality</b>                       | Digital Learning                                               |
| <b>Implementing Organization(s)</b>   | APO Secretariat                                                |
| <b>Participating Country(ies)</b>     | Open                                                           |
| <b>Overseas Participants</b>          | Not Applicable                                                 |
| <b>Local Participants</b>             | Not Applicable                                                 |
| <b>Qualifications of Participants</b> | Open                                                           |
| <b>Nomination of Participants</b>     | Not Applicable                                                 |
| <b>Closing Date for Nominations</b>   | Not Applicable                                                 |

## 1. Objectives

- a. Provide an accessible guide to productivity measurement in the service sector.
- b. Disseminate knowledge on using productivity measurement tools in the service sector.
- c. Learn about and implement measurement tools to achieve productivity improvement.

## 2. Background

The service sector is an important pillar of national economies. Productivity in the service sector is a complex, multidimensional concept, as it comprises both tangible and intangible aspects. Adding to this complexity is the plethora of productivity measurements and approaches in the service sector. Productivity measurement is also being impacted in the age of robotics, artificial intelligence, and service automation (RAISA). As productivity involves the efficient allocation of resources, this makes productivity measurement an area of critical importance.

Today's challenges amid the changing business environment have created the need for integrated performance measurement systems that are strategically aligned with organizational goals. Achieving this alignment requires knowledge of how to design and implement measurement frameworks to achieve productivity improvement.

This course will introduce the context of productivity measurement in the service sector, challenges in measuring productivity, service productivity models, and key lessons and insights as well theoretical, methodological, and strategic perspectives on productivity measurement and how RAISA impacts productivity including case studies.

## 3. Modality of Implementation

- a. The course is offered through the APO e-learning platform: <https://www.apo-elearning.org>
- b. Participants should register on this portal and create their own accounts.
- c. Certificates of completion will be provided for those who satisfactorily complete all the modules of the course, including quizzes and a final examination.

## 4. Scope and Methodology

The course will comprise five modules:

Introduction

Module 1:

Productivity and productivity measurement in the service sector

Module 2:

Service productivity models: Past and recent approaches to productivity measurement in the service sector

Module 3:

Theoretical, methodological, and strategic perspectives on productivity measurement in the service sector

Module 4:

Productivity measurement in the service sector: New trends in productivity improvement and measurement in the age of RAISA

Module 5:

Productivity measurement in the service sector: Case studies

Self-assessment quizzes and a final examination

**Methodology**

Module study, additional study material for participants, quizzes for self-assessment, and a final examination.

**5. Requirements**

- a. Have necessary devices and software comprising a computer/smartphone, updated browser, microphone, and speaker or headphones.
- b. Access to internet connections.
- c. Completion of all the modules, quizzes, and final examination.
- d. The APO e-certificate will be given to participants who score a minimum of 70% on the final examination.

**6. Financial Arrangements**

The APO will meet the assignment costs for resource person(s) to develop the course modules including quizzes and a final examination.

**7. Actions by APO Members**

- a. Promote the course nationwide.
- b. Provide the link to the APO e-learning platform on NPOs' websites and social network services.

**8. Actions by the APO Secretariat**

- a. Identify and assign the resource person(s) to develop the course.
- b. Announce course commencement on the APO website and social network services.



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Secretary-General