

SERVICE SECTOR OPERATIONS

22-OM-488-001 – Spring 2009

Meetings: Tuesdays & Thursdays, 12:30 PM – 1:45 PM, 111 Lindner
Required Text: Fitzsimmons and Fitzsimmons, *Service Management – Operations, Strategy, Information Technology*, 6th Edition (2008)
Pre-Req: Intro to Operations Management (22-OM-385), or by instructor's permission
WWW: <http://blackboard.uc.edu>

Professor: Denise White **Office:** 523 Lindner
Email: whited5@email.uc.edu (*preferred*) **Phone:** 556-7157
Office Hours: 10-11 on Thursday or by appointment, or just stop by (I'm usually in)

Description: This course focuses on services management in general and service operations in particular. It explores the elements that unite services, that differentiate service processes from non-service processes, and that differentiate various types of services from each other. It covers strategic and tactical issues associated with designing and managing service operations, and it provides tools to help assess operations, redesign processes, and establish systems to help ensure an excellent customer experience.

Grade components:	Grading scale:
10% Participation	A = 90-100
40% Exams (2 at 20% each)	B = 80-89
20% Mid-term Individual Project	C = 70-79
30% Final Group Project Presentation	D = 60-69
	F = 59 and below
	<i>(may be adjusted at course end)</i>

Participation:

Attendance, in-class contributions, and discussion on the course material will all be viewed as support for fulfillment of this grade component. We may use Blackboard as a forum for discussion; if so, participation there will be considered part of this grade component.

Quizzes:

Two **individual** exams will take place on the dates assigned in this syllabus. If you miss an exam and have not arranged a make-up exam (**at least 24 hours** prior to the beginning of class on exam days), a 0% will be recorded for that exam – there are no make-up exams other than what are scheduled ahead of time. Make-up exams will be different (and possibly harder) than regular exams, so it is in your own best interest to take the exam in class. Exams may contain questions in a variety of formats including, but not limited to, multiple-choice, matching, fill-in-the-blank, short essay, and math problems.

Individual Projects – Experience Assessment

Each student will report on the experience offered by a local service provider. Additional details on the assignment will be provided within the first two weeks of the course.

Group Projects – Industry Assessment

Teams of students will be formed by the third week of the course (team sizes will depend on course enrollment, but typically have 4-6 students per team) and execute a service assessment. The service assessment is essentially a review of three local service providers in the same industry through the eyes of the customer, but which examines the various aspects of services that we discuss during the course and examines the implications of the operations observed. This project will greatly help your understanding of service operations issues as you observe actual businesses doing things right and doing things wrong. Each team will prepare and present an analysis of the service industry to the class during the last two class sessions of the quarter and during the scheduled final exam time. Attendance is required by all in these sessions and absence will affect your participation grade and possibly your group project grade. The team presentation is to be 20-22 minutes long plus a short Q&A period. Every team member is expected to participate in the presentation. A copy of the team's Powerpoint slides should be handed in to the instructor at the beginning of the presentation. Note: Your teammates' assessments of **your** contribution to the project *will* be factored into your individual grade for this assignment. Team presentations may be recorded to support evaluation.

Policies:

1. Coming to every class is important and absenteeism affects your class participation score. Please let me know in advance if you plan to miss a class. If you do miss a class, it is your responsibility to find out from classmates what material was covered and what additional assignments, if any, were made.
 2. The course relies on email and the course website for a significant amount of communication and distribution of materials, so make sure to check your email and the website several times a week.
 3. Some assignments will be done as a team and must be worked on outside of class. If you cannot meet with your team outside of class, you should not take this course.
 4. There will be no make-up dates for any team presentations.
 5. Any changes to this syllabus, due dates, course requirements or grading requirements will be made as far in advance as possible.
 6. If you have suggestions for how to make the course better, please let me know.
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MY TEAMMATES

Name	Phone Number(s)	E-mail Address

OM488 COURSE SCHEDULE

SESSION	TOPIC	READ BEFORE CLASS	
1) T 3/31	Syllabus & Intro to Services	FF ch. 1	
2) H 4/2	Nature of Services & Service Ops	Sampson & Froehle article* FF ch. 2	
3) T 4/7	Service Strategy The Service Value/Profit Chain	FF ch. 3 Heskett et al. article*	
4) H 4/9	Managing Quality in Services	FF ch. 6	
5) T 4/14	Service Failure & Recovery		
6) H 4/16	New Service Development Designing the Service Experience	FF ch. 4 FF ch. 8	7
7) T 4/21	Exam 1		
8) H 4/23	Demand Mgmt. & Capacity Planning	FF ch. 11	12
9) T 4/28	The Psychology of Waiting Lines	Maister article*	
10) H 4/30	NO CLASS (work on projects)		
11) T 5/5	Intro to Queuing / Simulation Mid-Term Projects Due	FF ch. 12	13
12) H 5/7	Queuing Models I	FF ch. 16	14
13) T 5/12	Queuing Models II		
14) H 5/14	Facility and Process Design	FF ch. 9	8
15) T 5/19	Solving Problems in Service Operations	FF ch. 10 FF ch. 17	9 11
16) H 5/21	Technology in Services	FF ch. 5 + articles*	
17) T 5/26	Exam 2		
18) H 5/28	Make-up/Teamwork	n/a	
19) T 6/2	PROJECT PRESENTATIONS		
20) H 6/4	PROJECT PRESENTATIONS		
21) T 6/9	PROJECT PRESENTATIONS During scheduled final exam time 6/9 2:15 – 4:15		

* Look for these materials on the course website