

SERVICE OPERATIONS MANAGEMENT

22-OM-762-001 – Winter 2004

Meetings: Wednesdays, 6:00 – 8:40 PM
Text: *Successful Service Operations Management* by Metters, et al.
Pre-Reqs: 22-OM-711 or by instructor's permission
WWW: <http://blackboard.uc.edu>

Professor: Dr. Craig Froehle **Office:** 521 Lindner
Email: craig.froehle@uc.edu (*preferred*) **Phone:** (513) 556-7174
Office Hours: TH 3:30-5 PM, by appointment, or just stop by – I'm usually in

Description: This course examines the management of services, focusing on both the strategic and operational aspects of designing new services, assessing and improving service quality, improving the efficiency and effectiveness of service processes, and how new technologies can be integrated into service operations to help achieve these objectives.

SESSION SCHEDULE

SESSION	TOPIC / AGENDA / ASSIGNMENT	TO BE READ PRIOR TO CLASS
1) Jan 7	Introduction to Services	• Chapter 1
2) Jan 14	Service Operations & Strategy	• Chapter 2
3) Jan 21	New Service Development & Managing Service Experiences	• Chapter 5 • Chapter 6
4) Jan 28	Waiting Time Management	• Chapter 11
5) Feb 4	Front-Office / Back-Office Interface	• Chapter 7
6) Feb 11	Team Meeting/Work Time (No Lecture)	
7) Feb 18	Service Quality <i>Take-home quiz handed out</i>	• Chapter 8
8) Feb 25	Analyzing Processes <i>Take-home quiz due at start of class</i>	• Chapter 12 • 'Shuttle by United' case
9) Mar 4	Using Technology in Service Operations	• Chapter 3
10) Mar 11	Project Presentations	• n/a

Note: Additional readings may be assigned during the quarter.

GRADING

Grade components:

20% Class participation & attendance
 20% Services journal
 20% Quiz
 40% Team project report & presentation

Grading scale:

A = 90-100
 B = 80-89
 C = 70-79
 F = 69 and below

Class Participation & Attendance:

In-class and online (i.e., Blackboard forums) contributions to discussion of the course material will be viewed as support for fulfillment of this grade component. Feedback to the professor is a highly appreciated part of this grade component. Missing more than two class sessions without providing the professor advance notice will result in a failing grade for the course.

Services Journal

You will be asked to keep a journal during the course. The journal will be for you to document your reactions to course topics and your “real-world” experiences related to the management of services throughout the quarter. More information on this will be provided the first class session.

Quiz

There will be a take-home quiz assigned at the end of the Feb. 18 class session to be handed in at beginning of the Feb. 25 class session. The scope of the quiz may include everything covered through the Feb. 18 class session. The take-home quiz is an **individual** assignment and completing it should not involve collaboration.

Team Project Report & Presentation:

Six student teams will be formed. Each team of 3-5 students (actual team size may be adjusted based on class enrollment) will be required to prepare a written “Service Experience Assessment” report (more details to be provided later in the course). Each team will also be required to present the results of their report to the class during the last class session of the quarter. The presentation is to be 20-25 minutes long, plus a short Q&A period, and every team member is expected to participate in the presentation. A copy of the team’s Powerpoint slides and the written report should be provided to the instructor at the beginning of the presentation.

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 Blackboard for a significant amount of communication and distribution of materials, so make sure to check your email and the course website several times a week if not daily.
3. There will be no make-up dates for quizzes or team presentations.
4. Any changes to this syllabus, due dates, course requirements or grading requirements will be made as far in advance as possible.
5. If you have suggestions on how to make the class better, please let me know.

TEAMMATE INFO

Name	Phone Numbers	Email	Notes