

<b>DEREE COLLEGE SYLLABUS FOR: MG 3272 SERVICE OPERATIONS</b>					
(Updated Fall 2021)	<b>UK LEVEL: 5</b> <b>UK CREDITS: 15</b> <b>US CREDITS: 3/0/3</b>				
<b>PREREQUISITES:</b>	MG 2003 Management Principles <u>or</u> MG 3034 Managing People and Organizations MK 2030 Introduction to Marketing				
<b>CATALOG DESCRIPTION:</b>	A broad introduction to the strategic and operational management challenges essential to enhance services provided to customers. Four main core operational tasks will be explored in deeper detail: Service concept, designing the service, managing the service operations and models for service management.				
<b>RATIONALE:</b>	Effective operations management is vital to the success of service, public and “not-for-profit” sector. Today, service sector constitutes a large and growing segment of all economies worldwide. Well-designed service operations systems that are strategically aligned to the organisation’s strategy and well managed are essential in achieving high levels of organisational performance. This course focuses on how business and organisations in the services sector design and manage robust businesses.				
<b>LEARNING OUTCOMES:</b>	As a result of taking this course, the student should be able to: <ol style="list-style-type: none"> <li>1. Analyze contemporary theories and methods related to managing service operations.</li> <li>2. Examine basic quantitative models that service firms adopt for managing service operations.</li> <li>3. Integrate theoretical and practical frameworks for creating and sustaining synergies among all agents involved in the value chain of a service system.</li> </ol>				
<b>METHOD OF TEACHING AND LEARNING:</b>	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> <li>➤ Lectures, case study analyses and in-class presentations, and the carrying out of a major research project.</li> <li>➤ Office hours held by the instructor to provide further assistance to students.</li> <li>➤ Use of the Blackboard Learning platform to further support communication, by posting lecture notes, assignment instruction, timely announcements, and online submission of assignments.</li> </ul>				
<b>ASSESSMENT:</b>	<table border="1" style="width: 100%;"> <tr> <td colspan="2"><b>Summative:</b></td> </tr> <tr> <td>First Assessment: Written project; Individual; 1,500-1,900 words</td> <td style="text-align: center;"><b>50%</b></td> </tr> </table>	<b>Summative:</b>		First Assessment: Written project; Individual; 1,500-1,900 words	<b>50%</b>
<b>Summative:</b>					
First Assessment: Written project; Individual; 1,500-1,900 words	<b>50%</b>				

	<table border="1" data-bbox="532 184 1396 247"> <tr> <td>Final Assessment: examination, essays and/or problem-solving</td> <td>50%</td> </tr> </table> <p><b>Formative:</b></p> <table border="1" data-bbox="532 310 1396 342"> <tr> <td>Case study analyses and in-class presentations</td> <td>0%</td> </tr> </table> <p>The formative coursework aims to prepare students for the major written project and the final examination. The written project tests Learning Outcome 1. The final examination tests Learning Outcomes 2 and 3.</p> <p>Students are required to resit failed assessments in this module.</p>	Final Assessment: examination, essays and/or problem-solving	50%	Case study analyses and in-class presentations	0%
Final Assessment: examination, essays and/or problem-solving	50%				
Case study analyses and in-class presentations	0%				
<p><b>INDICATIVE READING:</b></p>	<p><b>REQUIRED MATERIAL:</b></p> <p>Fitzsimmons, A.J. and J.M. Fitzsimmons. <i>Service Management Operations, Strategy, and Technology</i>. McGraw-Hill, latest edition</p> <p><b>RECOMMENDED MATERIAL:</b></p> <p><b>ARTICLES</b></p> <p>Adeinat, I. and Kassim, N. (2019), "Extending the service profit chain: the mediating effect of employee productivity", <i>International Journal of Quality &amp; Reliability Management</i>, Vol. 36 No. 5, pp. 797-814.</p> <p>Ali, S. and Naeem, M. (2019). "Does service quality increase the level of banks performance", <i>Journal of Management Development</i>, Vol. 38 No. 6, pp. 442-454.</p> <p>Bo Yan, Zhuo Chen, Xinni Wang &amp; Zijie Jin (2019) Influence of logistic service level on multichannel decision of a two-echelon supply chain, <i>International Journal of Production Research</i>.</p> <p>Broekhuis, M. and Scholten, K. (2018), "Purchasing in service triads: the influence of contracting on contract management", <i>International Journal of Operations &amp; Production Management</i>, Vol. 38 No. 5, pp. 1188-1204.</p> <p>de Véricourt, F. and Perakis, G. (2020), "Frontiers in Service Science: The Management of Data Analytics Services: New Challenges and Future Directions", <i>Service Science</i>, Vol 12 No 4, pp. 121-129</p> <p>Finne, M. (2018), "Improving university teaching: a professional service operation perspective", <i>International Journal of Operations &amp; Production Management</i>, Vol. 38 No. 9, pp. 1765-1795.</p> <p>Furrer, O., Yu Kerguignas, J., Delcourt, C. and Gremler, D.D. (2020), "Twenty-seven years of service research: a literature review and research agenda", <i>Journal of Services Marketing</i>, Vol. 34 No. 3, pp. 299-316</p> <p>Grönroos, C. (2020), "Viewpoint: service marketing research priorities", <i>Journal of Services Marketing</i>, Vol. 34 No. 3, pp. 291-298.</p> <p>Huang, D., Jin, X. and Coghlan, A. (2021), "Advances in consumer innovation resistance research: A review and research agenda", <i>Technological Forecasting and Social Change</i>, Vol. 166 No 1. DOI:</p>				

[10.1016/j.techfore.2021.120594](https://doi.org/10.1016/j.techfore.2021.120594)

Liu, W., Wang, D., Long, S., Shen, X. and Shi, V. (2019), "Service supply chain management: a behavioural operations perspective", *Modern Supply Chain Research and Applications*, Vol. 1 No. 1, pp. 28-53.

Luu, T., Viet, L., Masli, E. and Rajendran, D. (2019). "Corporate social responsibility, ambidextrous leadership, and service excellence", *Marketing Intelligence & Planning*, Vol. 37 No. 5, pp. 580-594.

Mathauer, M. and Hofmann, E. (2019), "Technology adoption by logistics service providers", *International Journal of Physical Distribution & Logistics Management*, Vol. 49 No. 4, pp. 416-434.

Ooi, S. and Richardson, C. (2019), "The internationalisation of service-sector SMEs in an emerging market", *Review of International Business and Strategy*, Vol. 29 No. 1, pp. 44-60.

Parkinson, J., Mulcahy, R., Schuster, L. and Taiminen, H. (2019). "A transformative value co-creation framework for online services", *Journal of Service Theory and Practice*, Vol. 29 No. 3, pp. 353-374.

Polese, F., Vesce, M., Troisi, O. and Grimaldi, M. (2019), "Reconceptualizing TQM in service ecosystems: an integrated framework", *International Journal of Quality and Service Sciences*, Vol. 11 No. 1, pp. 104-126.

Sajjanit, C. and Rompho, N. (2019). "Measuring customer-oriented product returns service performance", *International Journal of Logistics Management, The*, Vol. 30 No. 3, pp. 772-796.

Schweper, Jr, C., Dimitriou, C. and McClure, T. (2019). "Reducing service sabotage and improving employee commitment to service quality", *Journal of Services Marketing*, Vol. 33 No. 5, pp. 615-625.

Subramony, M., Solnet, D., Groth, M., Yagil, D., Hartley, N., Beomcheol Kim, P. and Golubovskaya, M. (2018), "Service work in 2050: toward a work ecosystems perspective", *Journal of Service Management*, Vol. 29 No. 5, pp. 956-974.

Victorino, L., Field, J., Buell, R., Dixon, M., Meyer Goldstein, S., Menor, L., Pullman, M., Roth, A., Secchi, E. and Zhang, J. (2018), "Service operations: what have we learned?", *Journal of Service Management*, Vol. 29 No. 1, pp. 39-54.

Zhan, Y., Han, R., Tse, M., Ali, M.h. and Hu, J. (2021) "A social media analytic framework for improving operations and service management: A study of the retail pharmacy industry," *Technological Forecasting and Social Change*, Vol. 163. DOI: 10.1016/j.techfore.2020.120504

Zou, W., Brax, S., Vuori, M. and Rajala, R. (2019), "The influences of contract structure, contracting process, and service complexity on supplier performance", *International Journal of Operations & Production Management*, Vol. 39 No. 4, pp. 525-549.

<b>COMMUNICATION REQUIREMENTS:</b>	Use of appropriate academic conventions as applicable in oral and written communications.
<b>SOFTWARE REQUIREMENTS:</b>	MS Office
<b>WWW RESOURCES:</b>	<a href="http://www.entrepreneur.com">www.entrepreneur.com</a> <a href="http://www.ft.com">www.ft.com</a> <a href="http://www.iso.com">www.iso.com</a> <a href="http://www.chainstorage.com">www.chainstorage.com</a> <a href="http://www.cstorecentral.com">www.cstorecentral.com</a>
<b>INDICATIVE CONTENT:</b>	<ol style="list-style-type: none"> <li>1. The Nature of Services and Role of Services in an Economy</li> <li>2. Service Strategy</li> <li>3. Service Quality</li> <li>4. Attaining Total Customer Satisfaction and Building Customer Loyalty</li> <li>5. Managing the Customer-Employee Chain</li> <li>6. The Service Encounter</li> <li>7. The Location Decision</li> <li>8. Internet Service</li> <li>9. Service Supply Chain Management</li> <li>10. New Service Development and Process Design</li> <li>11. Demand Mgt, Forecasting and Capacity Mgt in Services</li> <li>12. Process Analysis, Productivity and Value Improvement</li> <li>13. Service Operations Scheduling</li> <li>14. Growth and Expansion for Service Organizations</li> </ol>