

## SERVICES MANAGEMENT

Course No	:	BUS 283
Course Title	:	SERVICES MANAGEMENT
Prerequisites	:	BUS 152
Course Type	:	Major – Elective
Faculty Member	:	Dr. ; Room # ; Telephone ; e-mail
Office Hours	:	
Class Time	:	
Lecture Class	:	

### **Course Objectives:**

This course is designed to help the student understand and apply concepts and theories involved in the effective management of services organizations. It develops an awareness of the opportunities that information technology can have for enhancing service firms' competitiveness and makes the student appreciate the entrepreneurial opportunities in services.

### **Course Description:**

This course is designed to help the student understand and apply concepts and theories involved in the effective management of services organizations. Concepts taught include service quality, motivation and reward systems, communication, group and team dynamics, power and influence, job satisfaction and employee commitment, leadership, and organizational culture.

### **Course Outline:**

1. Services in the Economy; The Nature of Services
2. Market Positioning
3. The Service Delivery System
4. Launching an Innovative Service
5. New Service Development
6. Building Customer Loyalty
7. Achieving Breakthrough Service
8. Delivering Service on the Web
9. Service Facility Design and Layout
10. Service Facility Location
11. Service Consolidation

12. Managing the Service Profit Chain
13. The Service Encounter
14. Managing Supply and Demand
15. Competing on Service Quality
16. Achieving Total Customer Satisfaction; Handling Complaints
17. Service Outsourcing
18. Exploiting the Virtual Value Chain
19. Service Recovery Planning
20. Internationalization of Services
21. Cultural Transferability
22. Process Innovation
23. Franchising with Quality

### **Learning Outcomes:**

Upon successful completion of this course, students will be able to:

1. Understand key concepts essential to becoming effective managers in services organizations.
2. Apply concepts and theories to real-life organizations, especially service sector companies.
3. Improve oral and written communication skills, which is critical to the student's development as a business professional.
4. Understand his/her own leadership and influence styles, in order to improve their effectiveness as a leader, as well as a team and organizational member.

### **Use of Modern Instructional Technology:**

Students are expected to be competent in using word-processing, spreadsheet, and presentation software in this course. Use of the Internet may also be required.

### **Skills to be developed:**

This course helps students in developing the following skills:

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|--|---|
| 1. <b>Communication</b> (Oral & written) | <b>Through Assignments, Case Study discussions and Examinations</b> |
| 2. <b>Analytical</b>                     | <b>Through Case studies and examinations</b>                        |
| 3. <b>Team Work</b>                      | <b>Through Case studies</b>   |
| 4. <b>Creative Thinking</b>              | <b>Through Case studies, assignments, classroom discussions</b>     |
| 5. <b>Adaptability to Change</b>         | <b>Through Case studies, and examinations</b>                       |
| 6. <b>Ethics</b>                         | <b>Through lectures and assignments</b>                             |
| 7. <b>Use of Information Technology</b>  | <b>Through use of PCs, Internet, CD-ROM, Statistical</b>            |

data base in the library

### Evaluating Student Performance:

Class participation and attendance	10%
Coursework assignment 1	20%
Coursework assignment 2	20%
Final Exam	50%

Final exam will include multiple choice, short-answer, and essay questions. Specifics regarding exam format and covered material will be discussed in class prior to the exam date include objective questions (multiple choice, matching, etc.).

Assignment	LO1	LO2	LO3	LO4
Class participation			X	X
Assignment 1		X	X	X
Assignment 2		X	X	X
Final exam	X			

### Grading:

<u>Percentage Score</u>	<u>Letter Grade</u>	<u>GPA Points</u>	<u>Percentage Score</u>	<u>Letter Grade</u>	<u>GPA Points</u>
90 - 100	A	4.0	70 - 74	C	2.0
85 - 89	B+	3.5	65 - 69	D+	1.5
80 - 84	B	3.0	60 - 64	D	1.0
75 - 79	C+	2.5	< 60	F	0.0

### Educational Resources:

<i>Educational Resources</i>	Description	Comments
Textbooks	Organizational Behavior: Emerging Realities for the	

<b>Required</b>	<b>Workplace Revolution, 2<sup>nd</sup> ed., (2003)</b> By McShane, Steven L., & Von Glinow, Mary Ann., New York: McGraw-Hill.	
<b>References</b>	<b>Service management and operations, 2<sup>nd</sup> ed, (2000)</b> by Haksever, C., Render, B., Russell, R. S., & Murdick, R. G. Upper Saddle River, NJ: Prentice-Hall, Inc.	
<b>Internet Resources</b>	<b>Services Management by</b> Bart Van Looy, Roland V. Diardanck and Paul Gemmel	
<b>Journals</b>	<b>Business Week, Fast Company, Fortune, The Wall Street Journal, Harvard Business Review</b>	
<b>Computers</b>	<b>Internet searches for obtaining information on Services Management</b>	N/A
<b>CD – ROM :</b>	<b>(CD-ROM) data base in the library + Action learning through CD Accompanying the textbook</b>	N/A
<b>Other Resources:</b>	<b>Library resources, Internet search of periodicals</b>	N/A

**Course Schedule & Outline:**

**Sixteen Week Semester, 3 hrs/Wk**

<b>Date</b>	<b>Week</b>	<b>Outline Syllabus</b>	<b>Learning Outcomes</b>	<b>Homework Assignments, Due dates</b>
<b>February</b> 12/2-16/2	1		LO1	
<b>February</b> 19/2-23/2	2		LO2	
<b>May</b> 28/5- 31/5		<b>General Review</b>		