Athabasca University in partnership with Grande Prairie Regional College

Subject to change

Management Science (MGSC 369)
Service Operations Management
Fall 2008

Course Outline (Version 1.0; August 17, 2008)

Instructor: Dr. Charles A. Backman
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Class times: Monday (11:30 – 12:50); Friday (10:00 – 11:20)
Office hours: TBD or by appointment
Location: A213
Dates: September 1 – December 8

First class: September 5 (Friday)
Last class: December 8 (Monday)

Overview

MGSC 369: The course provides an introduction to the behavioural and quantitative skills needed for service management. The following topics will be covered:

a. Facility location
b. Internal facility layout
c. Capacity planning
d. Quality control
e. Inventory management
f. Process planning
g. Demand forecasting

Prerequisite: MGSC 301, or *MATH 215,* or an equivalent; or permission of instructor. You should also be familiar with basic algebra. Neither calculus nor business math is required, but if you have courses in either of these subjects, you will find your knowledge of them useful.

Course objectives

The objectives are as follows:

a. To introduce the student to behavioural and quantitative skills for service management;
b. To provide an opportunity for students to develop and refine their analytical skills.

Textbooks

This course uses print and electronic materials as resources for learning. Resource materials include the following:

Textbook Haksever, C., Render, B., Russell, R. S., & Murdick, R. G. (2000). *Service management and operations* (2nd ed.). Upper Saddle River, NJ: Prentice-Hall, Inc.

Other material are available in the Athabasca University Digital Reading Room identified for this course:

http://sb.athabascau.ca/gsi/mgsc369d3.nsf

Student rights and responsibilities

1. Regular attendance is expected. Students who miss class are responsible for getting notes, assignments, etc. from classmates.
2. The instructor is available for consultation during regular scheduled office hours.
3. In order to contribute usefully to class discussions, students are expected to have done the required readings before class.
4. Students re expected to be respectful of the opinions of others, and to ensure that all members of the class have reasonable opportunity to voice opinions and participate in discussions.
5. The students and instructor in this course are governed by the academic policies in the Athabasca University Calendar. Students should be familiar with Section 12: Student Code of Conduct and Right to Appeal.
6. **Plagiarism:** Students shall not submit words, ideas, images or data of another person as their own in any academic writing, essay, thesis, research, project or assignment in a course or program of study. Plagiarism and cheating are serious academic offences that will be dealt with severely in this course.

Evaluation

To receive credit for MGSC 369, the student must achieve a composite course grade of at least 50 percent and a grade of at least 50 percent on the final exam.

Participation	10%	
Assignments	10%	
Two case studies	20%	
Mid-term exams	30%	Weeks of Oct. 6 and Nov. 10
Final exam	30%	TBD

Note:

A. Assignments submitted late by no more than one week will be penalized 10%. Assignments that are overdue by more than one week will not be accepted. Hand in assignments are due at the beginning of class on the due date. If you feel you have a valid reason for an extension, please request it in advance
B. In addition to the graded course assignments you may be expected to complete various reading and writing assignments outside of class time (e.g. chapter-end questions for discussion). Pop quizzes may be used to give feedback on your comprehension and retention.
C. You will be tested on your understanding of an ability to apply concepts presented in class and in the readings. Textbook material and anything discussed in class, presented by guest speakers, videos or distributed in handouts are fair game for exams. The final exam will be cumulative. More detail on the exams will be provided as the term progresses. Calculators will be allowed in exams; however, you will be required to show your work to get full marks for all answers.
D. Enter into discussions and exercises.
E. Avoid private conversations when someone else has the floor.
F. Ask questions to make sure you understand

Course syllabus

Week number	WEEK beginning with	COMMENTS	LESSON	TOPICS	READINGS
1	Sept. 1	Classes begin Sept. 4 (Thurs.)	Course introduction	Review course outline and expectations, Review material available from AU	
2	Sept. 8		One	Services in our society	Ch. 1

3	Sept. 15		One	The nature of services and service encounters	Ch. 2
4	Sept. 22		Two	Customers: The focus of service management	Ch.3
5	Sept. 29		Three	Globalization of services: Service management in the intern'l arena	Ch. 4
6	Oct. 6	Mid-Term I Ch. 1-5	Four	Service strategy and competitiveness	Ch. 5
7	Oct. 13	Thanksgiving Oct. 13	Five	Positioning and marketing of services	Ch.6
8	Oct. 20		Six	Technology and its impact on services and their management	Ch.7
9	Oct. 27		Seven	Design and development of service delivery systems	Ch. 8
10	Nov. 3		Eight	Locating facilities and designing layouts	Ch. 10
11	Nov. 10	Nov. 10/11 Fall Break/Rememberance Mid-Term II Ch. 6-8, 10-11	Nine	Managing demand and supply in services	Ch. 11
12	Nov. 17		Ten	Service quality and continuous improvement	Ch. 12
13	Nov. 24		Eleven	Forecasting demand for services	Ch. 15
14	Dec. 1		Twelve	Service inventory systems	Ch. 19
15	Dec. 8			Review for final exam	
EXAM		**TBD**			

Reading assignments

See above.