

Athabasca University in partnership with Grande Prairie
Regional College

Management Science (MGSC 369)
Service Operations Management
Fall 2010

Course Outline (Version 1.0; August 6, 2010)

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Class times: Monday (11:30 – 12:50); Friday (10:00 – 11:20)

Office hours: TBD or by appointment

Location: TBD

Dates: September 2 – December 7

First class: September 3 (Friday)

Last class: December 6 (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 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 Fitzsimmons, J. A. and Fitzsimmons, M. J. (2008). Service Management: Operations, Strategy, and Information Technology, 6th ed. New York, NY: McGraw Hill/Irwin

Other material are available in the Athabasca University Website for this course.

<http://sb5.athabascau.ca/gsi/mgsc369d4.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	35%	
One	5%	
Two	10%	
Three	10%	
Four	10%	
Mid-term exam	30%	Week of October 11
Final exam	25%	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 by midnight of the due date. Time and date of submission are determined by when the file is received by the AU server. If you feel you have a valid reason for an extension, please request it in advance via e-mail.
- B. Assignments **MUST** be submitted through the assignment drop box on the AU course website. Follow the format as indicated by the preamble to the assignments.
- C. 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.
- D. Enter into discussions and exercises.
- E. Avoid private conversations when someone else has the floor.
- F. Ask questions to make sure you understand
- G. Remember that assignments for this course are submitted through the AU website for this course.

Course syllabus

Week number	WEEK beginning with	COMMENTS	LESSON	TOPICS	READINGS
1	August 30	Classes begin Sept. 3 (Friday.)	Course introduction	1. Review course outline and expectations, 2. Review material available from AU	

2	Sept. 6	Labour Day – Mon. Sept. 6 is a holiday	Start and Finish Lesson 1	The Role of Services in an Economy	Ch. 1
3	Sept. 13		Start and Finish Lesson 2 Start Lesson 3	1. The Nature of Services 2. Service Strategy	Ch. 2, 3
4	Sept. 20	Complete Assignment 1 (Due Friday, Sept. 24)	Finish Lesson 3 Start Lesson 4	1. Service Strategy 2. New Service Development.	Ch.3, 4
5	Sept. 27		Finish Lesson 4; Start Lesson 5	1. New Service Development. 2. Service Quality.	Ch. 4, 6
6	Oct. 4	Complete Assignment 2 (Due Monday, Oct. 4)	Finish Lesson 5 Review Lessons 1 - 5	Service Quality.	Ch. 6
7	Oct. 11	Thanksgiving Monday Oct. 11 is a holiday	Lessons 1 through 5 inclusive	Mid-Term Exam	
8	Oct. 18		Start and Finish Lesson 6	The Service Encounter.	Ch.8
9	Oct. 25		Start and Finish Lesson 7	Service Facility Location.	Ch. 10
10	Nov. 1		Start and Finish Lesson 8	Managing Capacity and Demand.	Ch. 11
11	Nov. 8	Nov. 11/12 Fall Break/Rememberance Complete Assignment 3 (Due Wed. Nov. 10)	Start Lesson 9	Growth and Globalization of Services.	Ch. 14

12	Nov. 15		Finish Lesson 9 Start Lesson 10	1. Growth and Globalization of Services. 2. Forecasting Demand for Services.	Ch. 14, 17
13	Nov. 22		Finish Lesson 10 Start Lesson 11	1. Forecasting Demand for Services. 2. Service Supply Relationships.	Ch. 17, 13
14	Nov. 29	Complete Assignment 4 (Due Friday, Dec. 3)	Finish Lesson 11 & Wrap-up	Service Supply Relationships.	Ch. 13
15	Dec. 6		Review Lessons 6 - 11	Review for final exam	
EXAM		TBD			

Reading assignments

Chapters in text book as assigned – see above
Athabasca MGST 369 Course Handbook as assigned