Service Management

I. General Information

- Course number: MGMT 456
- Title: Service Management
- Units: 3
- Prerequisites: MGMT 300, IS 301
- SCO Prepared by: Dr. Ming Chen
- Date prepared: September 8, 2013

II. Catalog Description

Introduce the concepts of service, the role that services play in the economies, service strategies, service design and operation, and various quantitative models for service management and improvement. Letter grade only (A-F).

III. Curriculum Justifications

This course introduces the concepts and tools for management of services in a variety of industries, including health care, hospitality, internet services, supply chain, retailing, entertainment, financial services, government services, among others. The course is designed in line with CBA learning goals. In particular, the course emphasizes analytical, reasoning, and problem solving skills. Embedded in the specific subject matter of the course is an appreciation of the following CBA undergraduate learning goals:

- Critical Thinking (General)
- Business Functions (Management-Specific)
- Quantitative & Technical Skills
IV. Course Objectives

- Understand the nature of service, the role that services play in modern business world.
- Critically analyze the competitive environment in service industry and formulate a strategic service vision.
- Design the service enterprise to support the strategic vision.
- Understand the daily operations in various service industries.
- Apply various quantitative models to analyze and evaluate service system, and propose solutions to improve service quality and performance.

V. Outline of Subject Matter

Possible topics include

- The nature of service
- Service strategies
- New service development
- Service quality
- Facility and process flows
- Process improvement
- Service facility location
- Capacity and demand management
- Waiting line models
- Globalization of services
- Service project management
- Demand forecasting
- Service inventory
- Revenue management and pricing
- Auction theory
- Distribution and channel management

At least 70% of the course content should come from the above listed topics.
VI. **Methods of Instruction**

Instructors should use appropriate instruction methods in line with course objective and learning goals. Possible instruction methods include:

- Class lecture
- Case discussion
- Individual/team project
- Homework assignments
- Presentation
- Field trip
- Simulation

The following textbook is recommended: *Service Management, Operations, Strategies, Information Technology*, 7th edition, by Fitzsimmons, J. A. and Fitzsimmons, M. J.

VII. **Instructional Policies Requirements**

a) Instructional policies should be consistent with the course description stated in Section II, and should serve the course objectives listed in section IV of this SCO.

b) Instructors should enforce policies regarding plagiarism, withdrawal, absences, etc., that are consistent with the University policies published in the CSULB Catalog. It is expected that every course will follow University policies on Attendance, Course Syllabi, Final Course Grades, Grading Procedures, Final Assessments, and Withdrawals. If some or all sections of the course are to be taught, in part or entirely, by distance learning in the future, the course must follow the provisions of PS 03-11, Academic Technology and the Mode of Instruction.

c) All sections of the course will have a syllabus that includes the information required by the syllabus policy adopted by the Academic Senate. Instructors will include information on how students may make up work for excused absences. When class participation is a required part of the course, syllabi will include information on how participation is assessed.

d) **Students with Disabilities.** Students with disabilities are responsible for notifying their instructor as early as possible of their needs for an accommodation of a verified disability. A student with a disability is urged to consult with Disabled Student Services as soon as possible in order to identify possible accommodations to enhance academic success.