

NATIONAL UNIVERSITY OF SINGAPORE
NUS Business School
Department of Decision Sciences

DSC3203 Service Operations Management

Instructor : A/P Sum Chee Chuong (Course Coordinator)

Session : Semester I, 2014/15

Introduction

Services are a pervasive and predominant force in many societies. The rapid and continuing growth in the service sector is providing marked opportunities for managers. Understanding the concepts of effective service operations management is essential for any student wishing to join and succeed in a service or service-oriented firm.

Good service does not happen as a result of one extraordinary employee going out of his/her way to please a customer. Good service should be properly planned and managed. Service operations management is concerned with the design, planning, direction and control of all facilities, processes and activities that transform labour, capital, materials, energy, and skills into a service product.

Objectives of Module

The objective of this module is to provide a comprehensive and systematic coverage of managing operations in service or service-oriented organisations such as banks, hospitals, airlines, retail outlets, restaurants and consultant agencies. Specifically, students will focus on the problems and analysis relating to the design, planning, control and improvement of service operations. Topics covered include service strategy, system design, location and layout of service systems, resource allocation, workshift scheduling and service quality. This course is essential for students wishing to work in service or service-related environments.

Syllabus (topics covered)

- The Service Economy
- Services Strategy
- New Service Development
- Service Encounter
- Supporting facility and process flows
- Service Quality
- Service Facility Location
- Managing Supply and Demand

Reading List & Course Materials

Recommended Text

Service Management: Operations, Strategy, Information Technology by James A. Fitzsimmons, Mona J. Fitzsimmons and Sanjeev Bordoloi, 2014, 8th Edition, McGraw Hill

Supplementary & Reference Text

Successful Service Operations Management by Metters, King-Metters, Pullman and Walton, 2006, Thomson Learning.

Assessment Methods

Class Participation	10%
Written Case Analysis	15%
Term Project	25%
Quiz	50% (Tentatively on 15 November 2014, Saturday)