

NATIONAL UNIVERSITY OF SINGAPORE
NUS Business School
Department of Decision Sciences

DSC 4211G SERVICE DESIGN

Lecturer: Dr. Adel Dimian

Session: Semester II, 2014_15

COURSE DESCRIPTION

All firms have processes, most of which can be improved or optimized. Some of these processes include innovation, development, manufacturing, services, internal and external processes. The ability of managers to define, measure, improve and control processes is a key skill set and, combined with leadership, can enhance the success of a firm.

In this course, students will develop a practical understanding of appropriate tool use and project management skills to effectively change and improve important processes. Students will also gain a strong theoretical and practical understanding of six sigma deployment and will achieve “Greenbelt” certification (recognized by the industry). Students will learn the DMAIC methodology (Define, Measure, Analyze, Improve, Control) and apply it in real projects sponsored by local SME’s and MNC’s.

LEARNING OBJECTIVES

Students will be trained in Six Sigma to the level of Greenbelt and will achieve certification of their Green Belt status (recognized by the industry). After taking this course, students will be able to:

- Explain the different elements of Six Sigma Deployment, including the change and leadership components necessary
- Define, lead and manage small to medium-size process improvement projects using the DMAIC (Design, Measure, Analyze, Improve, Control)
- Identify and apply appropriate six-sigma and project management tools to effectively improve processes
- Operate within teams and within organizations to drive effective process improvements

PREREQUISITES

DSC1007 and DSC2008 – Business Analytics

REQUIRED TEXT AND TOOLS

- George M. L. et al , “Lean Six Sigma Pocket Toolbook”, McGraw-Hill, 2005
- Brussee, W. “Statistics for Six Sigma Made Easy”, McGraw-Hill 2004
- Goal/QPC and Oriel Incorporated “ The Team Memory Jogger: A Pocket Guide for Team Members”, Goal/QPC 1995

ASSESSMENT METHOD DETAILS

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| • Project | 40% |
| • Class Contribution | 20% |
| • Peer Evaluation | 10% |
| • Final Exam (green belt certification) | 30% |