

NATIONAL UNIVERSITY OF SINGAPORE  
SCHOOL OF BUSINESS  
Department of Decision Sciences

### **DSC3203 Service Operations Management**

**Lecturer** : A/P Thompson Teo

**Session** : Semester II, 2015/2016

#### **Course Objectives**

The service sector is dominating the economies of most developed countries. In Singapore, services account for more than 70% of GDP. Services include wholesale and retail trade, business services, finance and insurance, transport and storage, and information and communications. Consequently, there are many opportunities for graduates to work in the services sector.

The objective of this module is to provide a comprehensive and systematic coverage of the managing operations in service or service-oriented organizations. The module focuses on the issues and challenges in the design, planning, control and improvement of service operations with the aim of increasing customer satisfaction, improve competitive advantage and enhancing profitability.

#### **Course Outline**

The topics covered include:

1. Understanding services
2. Designing the service enterprise
3. Managing service operations

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**NOTE:** This course is taught seminar style where students are expected to come prepared for classes, having read assigned readings. Students are required to participate actively in discussion, failing which they will receive low marks for participation. If you are not willing or unable to work diligently for this module, please consider taking other modules.

#### **Assessment**

Participation	20%
Learning/reflection journal	20%
Article presentation	10%
Test	20%
Group project	30%

### Textbook

Fitzsimmons, J.A., Fitzsimmons, M.J. and Bordoloi, S. 2014. Service Management: Operations, Strategy and Information Technology, 8<sup>th</sup> Edition, McGraw-Hill.

### **Module Schedule (tentative)**

<u>Session</u>	<u>Topic</u>
12 Jan 2016	Introduction and Overview Service Economy (Chapter 1)
19 Jan 2016	Service Strategy (Chapter 2) Read: Trident model for Customer-Centric Enterprise Information Systems at Comfort Transportation, Singapore Read: The four things a service business must get right Read: The human factor in service design
26 Jan 2016	New Service Development (Chapter 3) Read: Service innovation in a digital world Read: Zappos's CEO on going to extremes for customers *** Read: Blueprinting: A practical technique for service innovation Case 3.1: 100 Yen Sushi House (p.83 of textbook) <b>1 page proposal for group project due</b>
2 Feb 2016	The Service Encounter (Chapter 4) Read: Four ways to reinvent service delivery Read: Designing the soft side of customer service ***Read: Putting the service-profit chain to work
9 Feb 2016	Chinese New Year – No class
16 Feb 2016	Supporting Facility and Process Flow (Chapter 5) Read: When should process be art, not science? <b>Submit learning journal 1 (max: 8 pages, double spaced, 12 point font)</b>
23 Feb 2016	Recess week
1 Mar 2016	Service Quality (Chapter 6) Read: What unhappy customers want Read: The high price of customer satisfaction

<u>Session</u>	<u>Topic</u>
8 Mar 2016	Service Facility Location (Chapter 8) Case: Korean Air
15 Mar 2016	Managing Capacity and Demand (Chapter 11) Read: Integrating supply and demand Read: Designing waits that work
22 Mar 2016	Selected Topics
29 Mar 2016	Presentation + <b>submit learning journal 2</b> (max: 8 pages, double spaced, 12 point font; covers topics not covered in learning journal 1)
4 Apr 2016	Presentation
11 Apr 2016	Test