

## COURSE SYLLABUS

Course Catalog: POM 199.6  
Course Title: Special Topics in POM: Service Management  
Department: Department of Quantitative Methods and Information Technology  
School: John Gokongwei School of Management  
School Year: SY 2012-2013  
Semester: First  
Credit: 3 Units

### **A. Course Description & Objective**

The service sector represents the fastest growing segment of most industrial economies. Elements common to most service operations make their management complex, however. In particular, services are not storable or transportable, and often capacity usage can be highly variable. Frequently service delivery involves distributed operations with a significant amount of customer contact. All of these factors make the management of service operations end up looking quite a bit different than that for manufacturing. Therefore, the understanding and effective management of service operations requires specialized analytical frameworks and tools. This course focus on simple models that should help students achieve a better understanding of the difficulty of managing and the underlying economics of the service operations being considered.

At the end of the semester, the students should be able to:

- (i.) Acquire an understanding of the challenges of managing a services company
- (ii.) Equip themselves with the use of simple models for analyzing operations of a services company
- (iii.) apply tools and techniques in a services operation setting

### **B. Readings**

<b>Readings</b>	<u>Customer Service, A Practical Approach</u> by Elaine K. Harris, 6 <sup>th</sup> ed, 2010  <u>Customer Service, Career Success Through Customer Loyalty</u> by Paul R. Timm, 4 <sup>th</sup> ed, 2008  <u>Up Your Service</u> by Ron Kaufman, 2000
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### **C. Course Outline**

1. Services Defined and Why Services Matter	<b>Ch 1 Harris Ch 1 Timm</b>
2. Current Challenges and Trends in Services	<b>Ch2, 11 Harris Ch14 Timm</b>
3. How Quality Services are Designed <ul style="list-style-type: none"><li>a. Mission, Culture, Leadership</li></ul>	<b>Ch9 Harris Ch13 Timm</b>

<ul style="list-style-type: none"> <li>b. Customers <ul style="list-style-type: none"> <li>i. Customer Wants (Voice of Customer)</li> <li>ii. Critical-to-Quality Characteristics (CTQ)</li> <li>iii. Setting Targets and Measures (KPI/SLA)</li> </ul> </li> <li>c. Service Process <ul style="list-style-type: none"> <li>i. Service Blueprints and Fool-proofing</li> <li>ii. Service Delivery Tools and Infrastructure</li> <li>iii. Exceeding Customer Expectations</li> </ul> </li> <li>d. Human Resources <ul style="list-style-type: none"> <li>i. Recruitment and Training</li> <li>ii. Communications</li> <li>iii. Recognition and Rewards</li> </ul> </li> </ul>	<p><b>Notes</b></p> <p><b>Notes</b></p> <p><b>Notes</b></p>
<ul style="list-style-type: none"> <li>4. Services Monitoring and Control <ul style="list-style-type: none"> <li>a. Procedures and Policies</li> <li>b. Benchmarking and Feedback</li> </ul> </li> </ul>	<p><b>Ch5,9-11 Timm</b></p> <p><b>Ch5,6,8 Harris Ch2-4, 12 Timm</b></p>
<ul style="list-style-type: none"> <li>5. Services Issues and Gaps <ul style="list-style-type: none"> <li>a. Service Disruptions and Exceptions</li> <li>b. Service Recovery</li> <li>c. Service Warranty</li> <li>d. Customer Retention and Loyalty</li> </ul> </li> </ul>	<p><b>Ch10 Harris Ch7,13 Timm</b></p> <p><b>Ch7 Harris Ch6,8 Timm</b></p>

**D. Course Requirements and Grade Equivalent**

Homeworks, Class Participation	25%
Long Exams	30%
Cases and Presentations	15%
Final Project	<u>30%</u>
	100%

92 - 100	3.71 – 4.00	A	76 - 78	1.81 – 2.30	C
87 - 91	3.31 – 3.70	B+	70 - 75	1.00 – 1.80	D
83 - 86	2.81 – 3.30	B	Below 70	Below 1.00	F
79 - 82	2.31 – 2.80	C+			

### **The Group Project: Services Company Plan**

- The project involves creating a plan for a services company.
- Each group is required to submit partial project papers to serve as periodic updates of their progress in completing the project. These project papers will be graded.
- The final written paper should follow the format found in the project guidelines. There will be a project presentation at the end of the semester.
- Each student will be asked to force rank their group members at the end of the semester. Grades for group work will be adjusted upward or downward to account for each individual's relative contribution to the group effort.

### **E. Classroom Policies**

#### Attendance:

1. Students are expected to attend all scheduled classes. Although it is a privilege to have a certain amount of cuts, this privilege comes with a certain amount of responsibility. It is up to the student to make up for all the missed lectures and class work due to his absence. Attendance will be checked.
2. Since this is a 3-unit course, students are allowed at most 9 hours worth of cut or 3 sessions. A late is equivalent to a cut. Going beyond this said norm would merit the student a final grade of W. There is no distinction between an excused and an unexcused absence.
3. Students are expected to adhere to the Dress Code set by the JG School of Management.
4. Assignments will be given occasionally. No late assignments will be accepted. No requests for extra work will be considered.
5. Long exams are to be taken as scheduled. A student who fails to take an exam for no justifiable reason automatically gets a grade of F for that particular exam.
6. Class participation is highly encouraged and is given appropriately significant weight in the computation of the Final Grade. Students are highly encouraged to contribute quality input into each class discussion.

#### Classroom Behavior:

1. Students are expected to behave in a manner that befits a student belonging to an academic institution.
2. Mobile phones and any other use of gadgets are strictly discouraged during class time. They are to be turned off or placed on silent mode.
3. Eating and drinking are not allowed inside the classroom.

### **F. Contact and Consultations**

Consultations may be arranged with your teacher and is highly encouraged.

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