

# 111\_1 RA50500 Service Operations Management

Lecturer: Wen-Shan Wendy Lin

## Course Objectives

1. Provide students with how service operated and the business process issues
2. Examine how business can make the most of it at the IT-mediated era
3. Bringing together the best solutions and strategies for sustaining business

## Teaching Strategies

	Teaching Strategies	分配
1	Lecture	50%
2	Discussion	10%
3	Case study	20%
4	Presentation	20%

## Grading

Grading	Percentage	Communication	Writing	Analysis	Critical Thinking
Participation*	10%	√ (10%)			
Personal Presentation	20%	√ (10%)	√ (5%)		√ (5%)
Group Project	30%	√ (5%)	√ (5%)	√ (5%)	√ (5%)
Mid-term Exam	30%			√ (20%)	
Assignments	10%		√ (5%)	√ (5%)	

\* Participation : Attendance 10% , In-Class Discussion 10%

## Course Material

1. *Service Marketing*, Seithaml et al.. 7th Edition, McGraw Hill, 2018, ISBN: 978-1-260-08352-1.

## Course Outline

W	Date	Topic	Ch.	Activity/ Due-Dates
1	9/8	Course Overview		Introduction
2	9/15	Understanding Services	1	
3	9/22	Service Strategy and Service Operations	2	
4	9/29	Service Design I		
5	10/6	Service Design II		<b>Online Class</b>

6	10/13	Lean Service		<b>Online Class</b>
7	10/20	<i>Invited Seminar(Seminar Room)</i>		Professor Jimmy Huang, Nottingham Business School, UK
8	10/27	E-Services		<b>In-Class Exam</b>
9	11/3	<b>Midterm-exam</b>		
10	11/10	Listening Customer Through Research	5	
11	11/17	Customer Relationship	6	
12	11/24	Service Recovery	7	
13	12/1	Selected Topic & Discussions A		
14	12/8	Selected Topic & Discussions B		
15	12/15	Service Innovation & Design	8	<b>Online Class</b>
16	12/22	Final-Term Project & Presentation A		<b>Online Presentation and Peer Assessment</b>
17	12/29	Final-Term Project & Presentation B		<b>Online Presentation and Peer Assessment</b>
18	1/5	Final Remarks		

### Course Policy

#### Attendance

1. Class attendance is required for this course. Show up on time. Students should be fully prepared for class activities and discussions. The performance in this aspect will be evaluated and influence your final grade.
2. Students must follow the attendance policy of the university.
3. Other attendance rules will be announced in class. Pay attention to announcements in class and the Moodle system.
4. Follow the university's rule to file for a legitimate leave.

#### Communication

1. Students need to link their primary e-mail accounts to the Moodle system. It is each student's responsibility to make sure his/her e-mail account is current.
2. Indicate the class number and a brief summary of your question in the e-mail subject. Emails failed to follow this rule may be disregarded.

#### Presentation Policy

1. Personal presentation
  - I. Chosen topic based on the referred E-books.
  - II. Prepare 5~8 minutes presentation with supplementary PPT slides & relevant

documents (One printed copy of PPT slides and submit an electronic version of PPT via Moodle).

2. Group project-group presentation
  - I. Group members are from at least 2 nationalities
  - II. Group members are about 3~5 members.
  - III. Prepare 13~16 minutes presentation with supplementary PPT slides & relevant documents (One printed copy of PPT slides and submit an electronic version of PPT via Moodle). Details of the term project requirements will be announced at Week 11.

### **Assignment and Exam policy**

1. Submit all your materials to the Moodle system by due.
2. All works need to be original.
3. Detailed guidance will be offered in class.
4. Exams will be mainly based on essay questions along with some multiple-choice questions.
5. Mid-term exam will take place in the classroom if the policy allows (physical and written exam).
6. There will be no make-up exams or reports for final grades.
7. Those who cheat, fabricate or plagiarize will fail the course without exception

### Referred Journals

1. Information & Management

<https://www.journals.elsevier.com/information-and-management>

2. Information & Organization

<https://www.sciencedirect.com/journal/information-and-organization>

3. Electronic Market

<http://www.electronicmarkets.org/>