

Identification	Department	Economics and Management-3KU credits (6 ECTS credits)		
	Program	Undergraduate		
	Subject	MGT 411 Service Operations Management		
	Term	Fall, 2019		
	Instructor	Asam Mammadov, Asammammadov@gmail.com		
	Classroom/hours	Wednesday 11:50-13:20, Room 307N 40 Mehseti street (Neftchilar campus), Khazar University		
Prerequisites	MGT 310 Management and Organization			
Language	English			
Compulsory/Elective	Compulsory			
Text books and course materials	Service Operations Management 4th edition by Robert Johnston, Graham Clark, Michael Shulver			
Course	The course is designed to integrate face-to- face actions. All course related materials including, but not limited to, syllabus, supplementary readings, course announcements, cases and assignments will be provided.			
Teaching methods	Case analysis			x
	Group discussion			x
	Experiential exercise			x
	Lecture			x
	Course paper			x
	Others (quiz)			x
Evaluation Criteria		Methods	Date/deadlines	Percentage (%)
		Midterm Exam (<i>Exam will include problem solutions and open questions</i>)	13.11.19	30
		Activity (Students should participate in class activities such as problem solutions, case studying and discussions)		5
		Attendance		5
		Quiz (4) First quiz will cover up topics from 1st week to 4th week. Second quiz will include study materials from week 5 to week 8. Coverage for remaining quizzes will follow the same pattern. Duration for each quiz will be 30 minutes and each will include 5 open questions.	09.10.19 06.11.19 11.12.19 25.12.19	15
		Team Project (<i>During project implementation students will apply their leadership, communication, and team building skills. Output of the project will be enhanced communication among classmates; developed managerial skills. Team members will evaluate anonymously each other's activities. (Peer evaluations.) Usually class has 3-5 teams.</i>)	18.12.19	10
		Final Exam (<i>Exam will include problem solutions and open questions</i>)		35
		Total		100
Course objectives	<p><i>Generic Objective of the Course:</i></p> <ul style="list-style-type: none"> ▪ To provide students with the core concepts, methods and techniques of service operations management <p><i>Specific Objectives of the Course:</i></p> <ul style="list-style-type: none"> ▪ Introduction to operations management through global environment and Operations strategy, managing projects and forecasting demand ▪ To learn methods and tools to design operations ▪ Acquire some practical skills and managerial way of thinking of managing operations ▪ Gain three hours of credit towards graduation. 			
Course outline	<p>This course is designed for Bachelor students.</p> <p>Examines problems encountered in designing, operating, and controlling service operations. Topics include: Managing customer expectations and perceptions, managing supply networks and supply relationships, designing the customer experience and the service process, measuring, controlling and managing, creating and implementing strategy.</p>			

Learning outcomes	<p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Understand and be able to explain the critical perspectives on the nature of service. • Explain the ways in which good and bad service impacts on customers, staff and profitability. • Understand and be able to apply a range of methods for assessing the needs, expectations and perceptions of customers. • Explain and apply the principles, tools and techniques of service design. • Explain the methods with which organisations can measure their service performance. • Explain and apply the general approaches to, and specific methods for improving service. • Demonstrate how organisations can deal with challenges such as customer complaints and service failures. • Be able to discuss and explain the reasons why some service organisations are consistently deemed to deliver very high levels of performance.
--------------------------	---

Week	Date/Day	Topics	Assignments
1	18.09.19	Introducing Service Operations Management	Ch.1
2	25.09.19	Understanding the Challenges for Operations Managers Developing and using the Service Concept	Ch2, Ch.3
3	02.10.19	Understanding Customers and Relationships	Ch.4
4	09.10.19	Managing Customer Expectations and Perceptions/ Quiz	Ch.5
5	16.10.19	Managing Supply Networks and Supply Relationships	Ch.6
6	23.10.19	Designing the Customer Experience	Ch.7
7	30.11.19	Designing the Service Process	Ch.8
8	06.11.19	Measuring, Controlling and Managing/ Quiz	Ch.9
9	13.11.19	Mid-term	
10	20.11.19	Managing People	Ch.10
11	27.11.19	Managing Service Resources	Ch.11
12	04.12.19	Deriving Continuous Improvement	Ch.12
13	11.12.19	Learning from Problems/ Quiz Learning from Other Operations	Ch.13, Ch. 14
14	18.12.19	Creating and Implementing the Strategy/ Team project	Ch. 15
15	25.12.19	Understanding and Influencing culture/ Quiz Building a World-class Service Organisation	Ch. 16, Ch. 17
		Final exam	