

Identification	Subject	MGT 411 Service Operations Management-3KU credits (6 ECTS)	
	Department	Economics and Management	
	Program	Undergraduate	
	Term	Fall, 2022	
	Instructor	Bahadir Baysal	
Prerequisites	MGT 310 Management and Organization		
Language	English		
Compulsory/Elective	Compulsory		
Textbooks and course materials	Service Operations Management 5th edition by Robert Johnston, Graham Clark, Michael Shulver 2020		
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		30
	Activity		5
	Attendance		5
	Quiz		20
	Final Exam		40
	Total		100
Course outline	This course examines problems encountered in designing, operating, and controlling service operations. Topics will be discussed 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.		
Course objectives	Among the objectives of the Course are: <ul style="list-style-type: none"><li>To provide students with the core concepts, methods and techniques of service operations management</li><li>Introduction to operations management through global environment and Operations strategy, managing projects and forecasting demand</li><li>To learn methods and tools to design operations</li><li>Acquire some practical skills and managerial way of thinking to manage operations</li><li>Gain three hours of credit towards graduation.</li></ul>		
Learning outcomes	Upon successful completion of this course, students will be able to: <ul style="list-style-type: none"><li>Understand the two perspectives on the nature of service who allow to better address customer needs.</li><li>Explain key strategic and tactical challenges service operations managers face</li><li>Understand and be able to apply the methods to assess the needs, and to manage custoemr expectations and perceptions.</li><li>Recognize types of customers and describe how service operations managers can develop good relations with customers.</li><li>Understand supply chains and networks and explain how can develop global network strategy.</li><li>Explain how managers can develop customer journey and illustrate role of technology in developing customer experience.</li><li>Understand how organisations can improve service quality and deal with challenges such as customer complaints and service failures.</li><li>Identify types of service process and demonstrate how service process can be repositioned.</li></ul>		

<b>Policy</b>	<p><b>Attendance and participation:</b> The students are required to attend all classes as part of their studies and those having legitimate reasons for absence (illness, family bereavement etc.) are required to inform the instructor. Generally, four (4) unauthorized absence marks will lead to the students' expulsion from the course. If a student is late to the class for more than five (5) minutes, s/he is NOT allowed to enter and disturb the class. However, this student is able to enter the second double hours without delaying. The attendance and participation will account for 10 % of the total course grade, which depends on students' good class attendance and active participation in class discussions.</p> <p><b>Preparation for class</b> The structure of this course makes your individual study and preparation outside the class extremely important. The lecture material will focus on the major points introduced in the text. Reading the assigned chapters and having some familiarity with them before class will greatly assist your understanding of the lecture. After the lecture, you should study your notes and work relevant problems from the end of the chapter and sample exam questions. Throughout the semester we will also have a large number of review sessions. These review sessions will take place during the regularly scheduled class periods.</p> <p><b>Withdrawal (pass/fail)</b> This course strictly follows grading policy of the School of Economics and Management. Thus, a student is normally expected to achieve a mark of at least 60% to pass. In case of failure, he/she will be referred or required to repeat the course the following term or year. For referral, the student will be required to take examination scheduled by instructor.</p> <p><b>Assignments/quizzes</b> There will be four quizzes and these quizzes will constitute 20 percent of the total grade. Makeup quizzes will not be given except in the case of dire emergency. Students are required to turn in answers to assignments at the beginning of the classes at which they are due. Late assignments will not be accepted. All quizzes will consist of both open-ended and multiple-choice questions. 80% of questions in all quizzes will be open ended, 20% will be multiple-choice questions.</p> <p><b>Cheating/plagiarism</b> Cheating or other plagiarism during the Quizzes, Mid-term and Final Examination will lead to paper cancellation. In this case, the student will automatically get zero (0), without any considerations.</p> <p><b>Professional behavior guidelines</b> The students shall behave in the way to create favorable academic and professional environment during the class hours. Unauthorized discussions and unethical behavior are strictly prohibited.</p>
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#### Tentative Schedule

Week	Date/Day	Topics	Assignments
1		Introducing Service Operations Management	Ch.1
2		Understanding the Challenges for Operations Managers Developing and using the Service Concept	Ch2, Ch.3
3		Understanding Customers and Relationships	Ch.4
4		Managing Customer Expectations and Perceptions/Quiz	Ch.5
5		Managing Supply Networks and Supply Relationships	Ch.6
6		Designing the Customer Experience	Ch.7
7		Designing the Service Process	Ch.8

8		Measuring, Controlling and Managing/ Quiz	Ch.9
9		<b>Mid-term</b>	
10		Managing People	Ch.10
11		Managing Service Resources	Ch.11
12		Deriving Continuous Improvement	Ch.12
13		Learning from Problems/ <b>Quiz</b> Learning from Other Operations	Ch.13, Ch. 14
14		Creating and Implementing the Strategy	Ch. 15
15		Understanding and Influencing culture/ <b>Quiz</b>	Ch. 16
		<b>Final exam</b>	