UTEP College of Business Administration - Mission Statement

COBA is committed to providing the widest possible access to quality higher education to allow our students to become competitive on a local, regional, national, and international level.

Professor: Miriam Baca Kotkowski

Contact: Via Internal Course Email messages within Blackboard
Phone: 915-727-2759 WhatsApp

Office Hours: By appointment, send request to Internal Course Email (on left hand side menu)

Class Hours: Optional Discussion Sessions on Wednesdays from 10:30-11:50 AM through Zoom*

*Instructions will be given through Orientation Week

Prerequisite:
OSCM 3321

OSCM 3331- Service Operation Management
CRN 11806

Course Description (From Goldmine)

Service Operation Management has to do with the modern post industrialization of economies where a service system is a value-coproduction configuration of people, technology, other internal and external service systems, and shared information (such as language, processes, metrics, prices, policies, and laws). (Jim Sopher, Paul Maglio, John Bailey, and Daniel Gruhl, Computer, January 2007. P72)

Service Management plays a central role in our economy today, this course will center in the infrastructure that services provide, based on a service-dominant structure vs a goods-centered structure.

Expectations and Goals

This course is designed to explore the dimensions of service management and the process of ongoing improvement. It prepares students for the challenges in the service sector and suggests creative entrepreneurial opportunities in different services.

Outstanding service organizations are managed differently than their manufacturing counterparts. The results show not only in terms of conventional measures of performance, but also in the enthusiasm of the employees and degree of customer satisfaction. Consider how Starbucks’s Espresso Bar, Disney World and Planet Hollywood have defined their services as an experience. Beginning with the service encounter, successful service managers must integrate operations, marketing, technology, human resources, and information to achieve a distinctive competitive advantage.
This is a 3-credit course. It is expected that students will spend a minimum of 6-9 hours per week on assigned readings, written assignments, problems, case analyses, papers, projects, and other work.

**Course Objectives or Expected Learning Outcomes:**
The objectives of the course include the following:

- To identify special characteristics of service management and compare them with those of manufacturing management.
- To analyze a service business process considering sustainable and ongoing process improvement.
- To study “breakthrough” services to understand the operations of successful service firms that can be used as benchmarks for future management practice.
- To integrate the knowledge gained in other courses into the area of service management.
- To appreciate the organizational significance of managing the service encounter to consistently achieve high levels of both internal and external customer satisfaction.
- To gain and appreciation of the complexities associated with implementing strategic, organizational, and operational changes in the service sector.
- To discover the emerging entrepreneurial opportunities in the global service sector.

**Case Method:**
The case method is used throughout the course. Cases will be a combination of contemporary cases and classic cases. Study questions on each assigned case will be provided. These questions should serve as a starting point and you are strongly encouraged to introduce additional perspectives. You are expected to have read the cases and reflected upon the assigned questions.

In addition, you are encouraged to incorporate concepts from the related assigned reading (if any) into your analyses of the case.

**Required Textbook and Materials:**

**Textbook**

- **Service Management: Operations, Strategy, Information Technology (Smart Book)**
  Bordoloi, 9e

- **Also includes:**
  Bordoloi, Service Management, 9e (eBook),

- **BORDOLOI CONNECT ACCESS CARD SVC MGMT: OPER STRATEGY 9 2019 9781260167092**
  This is access for the Connect digital platform.
  This also includes the eBook along with adaptive learning tools and homework delivery system Connect.
Technology Requirements

- Course content is delivered via the Internet through the McGraw-Hill Connect-My Course and Blackboard learning management system (LMS).
- Ensure your UTEP e-mail account is working and that you have access to the Web and a stable web browser.
  
  Mozilla Firefox and Google Chrome are the most supported browsers for Blackboard; other browsers may cause complications with the LMS.
  When having technical difficulties, update your browser, clear your cache, or try switching to another browser.
- You will need to have or have access to a computer/laptop, scanner, a webcam, and a microphone.
- You will need to download or update the following software: Microsoft Office, Adobe, Flash player, Windows Media Player, QuickTime, and Java.
- Check that your computer hardware and software are up-to-date and able to access all parts of the course.
- If you encounter technical difficulties beyond your scope of troubleshooting, please contact the Help Desk as they are trained specifically in assisting with technological needs of students.

Recommended:

- Economist Espresso, a daily morning news briefing from the editors of The Economist. Delivered to your smartphone or inbox before breakfast, it tells you what is on the global agenda in the coming day, what to look out for in business, finance, and politics. (Weekly Discussion on Current issues will be assigned)
- Wall Street Journal/Apple News
- Kahoot App, a learning tool we will be using throughout the course for quizzes and vocabulary

Course Assignments and Grading

Weekly Quizzes Associated with the Weeks’ Posted Material 10%

Important material from the textbook, reference books, and case studies will be assigned on a weekly scheduled. Quiz per Chapter assigned

Black Board Group Discussions (Current Events and Case Discussions) 10%

Discussion are strongly encouraged with a focus on the topics being covered. Your participation on these discussions will give you points.

Individual Assignments/Quantitative Work 20%

There will be weekly assignments on an individual basis to turn in, from solving problems to Case questions, essays, we understand the web is a great resource of information, it helps you to understand concepts and cases, please take note that plagiarism will be credited with a zero, original thoughts are greatly valued in this class.
Group Projects 20% (10% each Project)
There will be 2 Group Projects assigned during the semester, where the rubric and detail assignment will be given in a separate form. First by Mid Semester, Second as a Final Project. Final Projects will be shared to other groups for evaluation

Regular Exams 40% (10% each exam)
There will be 4 regular, non-comprehensive exams that cover class materials and chapters in the textbook taught up to the date of the last class before the exam. A regular exam must be completed within 90 minutes.

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<tr>
<th>Course Requirements</th>
<th>Points Possible</th>
<th>Grade Assignment</th>
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<td>Assessments:</td>
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<tr>
<td>• First Regular Exam</td>
<td>10% (100)</td>
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<td>• Second Regular Exam</td>
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<td>• Third Regular Exam</td>
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<tr>
<td>• Fourth Regular Exam</td>
<td>10% (100)</td>
<td>B-</td>
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<tr>
<td>• Chapter Quizzes (Book + Kahoot)</td>
<td>10% (100)</td>
<td>C+</td>
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<tr>
<td>• Individual Assignments/Quantitative Work</td>
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<td>Group Work:</td>
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<td>• Blackboard Group Discussions</td>
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<td>• Project 1 (Service Quality Letter)</td>
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<td>• Final Project (Service Strategies)</td>
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<td>• Individual Peer Evaluations within group contribution and responsibilities (Rubric)</td>
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<td>• Group to Group Peer Evaluation (where each group evaluates the other presentations with a rubric)</td>
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Grades are routinely and quickly posted on Blackboard, and it is your responsibility to check them for accuracy. Grades will not be adjusted at the end of the semester for any reason other than errors made by the instructor.

No assignments will be accepted after the day they are due – for any reason. you still must submit items before the due date/time.

Extra Credit (10% extra to your final grade)
Extra Credit is a great way to get an insurance for getting a better grade in class. We only have so much time to work on the material given, but we will have speakers, special homework to emphasize material that is important in your job, movies, etc.
Course Components

Please note that everything that you submit should be your best effort the FIRST time. All items should be professionally presented and well thought out.

- **Case quizzes/in-class quantitative analysis (CQQ).** As the syllabus indicates, you should come prepared to actively contribute to our efforts to help the protagonist in each case study solve a tough, real-life problem. That is, our goal is to come up with great analytical solutions. You should expect a quiz on each case or quantitative issue. You may use your cases and your notes on these quizzes. If you are well prepared, these quizzes will be easy. Overall, case quizzes and analytical analysis are worth 10% of your overall grade.

- **Discussion Boards (Cases and other material) ***
  - Weekly Current Events Discussion Board Postings.
    - Your creation of a “thread”.
    - You are expected to create a post Related to the Service Economy - Module (Chapters for the week) which we are reviewing. Be original and use your own words of how you understand the news to be related to our subject. (do not copy/paste)
    - Share the reference link or source.
    - You need to comment or be part of the discussion of another student’s posting.
  - Case and other Discussion Boards Postings.
    - Your creation of a “thread”
    - Related to the Subject or question asked.
    - Original thoughts are valued if you use what we are learning as a tool to develop your original thought.
    - You need to comment or be part of the discussion of another student’s posting.

*** Discussion Boards on Cases and other material may be exchange with participation on the Wednesday meetings on Zoom, where we will take note on your comments.

- **Proofread all written material for spelling and using your best grammar.
- **EXAMS:** Will be all multiple-choice questions with a mix of quantitative and theoretical questions. There will be 4 exams throughout the semester and are worth 40% of your grade.

- **Group Projects:** There will be a written class project/presentation requirement. Project assignments will be determined before the end of the fourth week of classes. Each student is expected to contribute equally throughout the class towards the projects.

Class and Attendance Policy

Given that this is an online course, attendance is determined by class participation online. For this reason, to get credit, you need to complete the following activities:

- Reading/Viewing all course materials
- Identifying all assignment requirements
- Participating in engaged discussion with your peers on the Discussion Boards (grading rubric provided in the “grading information” area of each forum)
- Participating actively in all small group/team assignments and exercises
- Completing all Module Activities (assignments, quizzes, etc.)
- Completing all Major Assignments
Due Dates and Late Work Policy

Weekly Written Assignments, Video, Quizzes

- Major writing assignments will be due on Sundays at midnight (11:59 PM MST), these include Case Studies questions
- Discussion Boards, you will be assigned in a group discussion throughout the semester, where current event, chapter readings and/or cases will be due every Thursdays at midnight (11:59 PM MST)

Late Policy

- The grade for late or missed assignments will be 0 (zero). Pleading your case and/or begging for mercy will not be tolerated. All assignments must be turned in or completed on time. Make up quizzes are only possible with an approved medical excuse or by documented circumstances beyond your control.

Drop Policy

- To drop this class, please contact the Registrar’s Office to initiate the drop process. If you cannot complete this course for whatever reason, please contact me. If you do not, you are at risk of receiving an “F” for the course.

Scholastic integrity

- Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student, possessing unauthorized materials during a test, or falsifying research data on laboratory reports.
- Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as ones’ own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at
- The University of Texas at El Paso must be reported to the Office of Student Conduct and Conflict Resolution (OSCCR) for possible disciplinary action. To learn more HOOP: Student Conduct and Discipline.

Netiquette

- Always consider audience. Remember that members of the class and the instructor will be reading any postings.
- Respect and courtesy must always be provided to classmates and to instructor. No harassment or inappropriate postings will be tolerated.
- When reacting to someone else’s message, address the ideas, not the person. Post only what anyone would comfortably state in a F2F situation.
- Blackboard is not a public internet venue; all postings to it should be considered private and confidential. Whatever is posted on in these online spaces is intended for classmates and professor only. Please do not copy documents and paste them to a publicly accessible website, blog, or other space. If students wish to do so, they have the ethical obligation to first request the permission of the writer(s).
ACCOMMODATIONS POLICY

- The University is committed to providing reasonable accommodations and auxiliary services to students, staff, faculty, job applicants, applicants for admissions, and other beneficiaries of University programs, services and activities with documented disabilities in order to provide them with equal opportunities to participate in programs, services, and activities in compliance with sections 503 and 504 of the Rehabilitation Act of 1973, as amended, and the Americans with Disabilities Act (ADA) of 1990 and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008.
- Reasonable accommodations will be made unless it is determined that doing so would cause undue hardship on the University. Students requesting an accommodation based on a disability must register with the UTEP Center for Accommodations and Support Services.

STUDENT RESOURCES

UTEP provides a variety of student services and support:

- **UTEP Library**: Access a wide range of resources including online, full-text access to thousands of journals and eBooks plus reference service and librarian assistance for enrolled students.
- **Help Desk**: Students experiencing technological challenges (email, Blackboard, software, etc.) can submit a ticket to the UTEP Helpdesk for assistance. Contact the Helpdesk via phone, email, chat, website, or in person if on campus.
- **University Writing Center (UWC)**: Submit papers here for assistance with writing style and formatting, ask a tutor for help and explore other writing resources.
- **Math Tutoring Center (MaRCS)**: Ask a tutor for help and explore other available math resources.
- **History Tutoring Center (HTC)**: Receive assistance with writing history papers, get help from a tutor and explore other history resources.
- **Military Student Success Center**: UTEP welcomes military-affiliated students to its degree programs, and the Military Student Success Center and its dedicated staff (many of whom are veterans and students themselves) are here to help personnel in any branch of service to reach their educational goals.
- **RefWorks**: A bibliographic citation tool; check out the RefWorks tutorial and Fact Sheet and Quick-Start Guide.