



# Service Operations Management

OSCM 3331 Fall 2017



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**Class Hours:** MW 10:30-11:50 a.m.

**COBA Room 304**

**Office Hours:** MW 1:00-4:30 p.m.

## Required Textbook:

***Service Management: Operations, Strategy, Information Technology***, by James A. Fitzsimmons and Mona J. Fitzsimmons, Eighth Edition.

ISBN: 9780078024078

## Recommended Reference:

***Simulation Using ProModel***, by Dr. Charles Harrell Dr. Biman Ghosh Dr. Royce Bowden, Jr. McGraw Hill, Third Edition

ISBN: 9780073401300

Welcome to the undergraduate Service Operations Management Course. Official information for OSCM 3331, including grades, will be posted on Blackboard. You are responsible for reading and responding to Blackboard “Announcements”, “Assignments”, “Assessments”, and any other information concerning this course - check your Blackboard account daily!

## Course description (*From Goldmine*)

In the Service Operations Management course methods of process analysis in service organizations, process improvement procedures, and work measurement techniques are developed to provide the basis for analyses of processes, layouts, and job design in an organization. Restricted to majors: ACCT, BAMA, BSAD, CIS, ECON, FIN, GENB, MGMT, MKT, OSCM.

## Objectives:

At the completion of this course students will be able to:

1. Identify the global trends in the Service Economy.
2. Explain the process and importance of Service Strategy.
3. Describe New Service Development.
4. Explain the Service Encounter.
5. Analyze Supporting Facilities and Process Flows for services.
6. Define Service Quality and Process Improvement.
7. Explain and apply the Service Facility Location process.
8. Explain Service Supply Relationships and Globalization of Services.
9. Explain and apply concepts for Managing Waiting Lines, Capacity Planning and Queuing Models.
10. Analyze service performance using Computer Simulation.

**Prerequisite:** OSCM 3321



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## Lectures

Important material from the textbook, reference books, and case studies will be covered in class. You should plan to read a lot and take careful notes. Discussion is strongly encouraged about the topics being covered.

## Regular Exams

There will be 3 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 60 minutes. On examination class days, you **MUST** come to class prepared with SCANTRON forms, an electronic calculator, and writing materials for taking an exam. These materials will not be provided to you, and you cannot leave and reenter the classroom, once an exam has begun. There are generally no make-up exams. In a specific, pre-coordinated case, an **all-essay** make-up exam may be arranged at the discretion of the Professor.

## Grading Policy:

- 10 % First Regular Exam
- 10 % Second Regular Exam
- 10 % Third Regular Exam
- 15 % Final exam
- 5 % Attendance and Punctuality
- 20 % Computer Simulations
- 30 % Homework and Quizzes

## Project

Approximately every other class day will be devoted to learning and mastering ProModel computer simulation software to model service operations and other business processes. It is strongly recommended that you bring a laptop computer running Windows 7/8.1/10, to class on those days as indicated on the detailed class outline below. You can download a free student version of ProModel here:

<http://www.promodel.com/mcgraw-hill/>

You will get the most benefit from being able to follow along on your own computer when we are doing simulations on these class days. The software will also be available in the main COBA CALC lab. 20% of your grade will come from completing ProModel simulation assignments.

## COURSE POLICIES

### 1. Electronic Devices

All electronic devices (cell phones, laptops, tablets, camera containing devices, etc.) should be completely turned off in class and should not be in the hands of students at any time during class lectures. The Professor reserves the right to temporarily confiscate electronic devices owned by students when electronic devices create distractions or disruptions. There will be absolutely no texting, phone calls, or social media interaction during class. All students are expected and required to comply. Keep in mind that adherence to this policy is part of your participation grade, and could be worth up to 17% of your overall grade.

### 2. Academic Integrity

Cheating is unethical and unacceptable. Using information or original wording in a paper or assignment without giving credit to the source of that information or wording is **plagiarism**, and is absolutely unacceptable. Do not submit work under your name that you did not do yourself. You may not submit work for this class that you did for another class. If you are found to be cheating or plagiarizing, you will



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be subject to disciplinary action, per UTEP catalog policy. Refer to <http://sa.utep.edu/osccr/academic-integrity> for further information.

### 3. Attendance and Punctuality

Attendance is valued in this class, just as it is in the workplace. Being absent or late to class sends a negative message to the Professor, just like it does to an employer, manager, or customer. You cannot make a contribution to class discussion when you are not present. Please keep in mind that missing 1 class is equivalent to missing 5 days of work.

Class attendance is required and expected. Exam and quiz material will be partially based on lectures, therefore you are responsible for all material covered in class. Please arrive on time and take your seat quickly and quietly. Arriving late hinders all students and is considered disruptive to everyone in class.

Please keep in mind this University policy on attendance: “When in the judgment of the instructor, a student has been absent to such a degree as to impair his or her status relative to credit for the course, the instructor can drop the student from the class with a W before the course drop deadline or with a grade of F after the course drop deadline.” The instructor reserves the right to raise or lower student’s grade based on the quality and quantity of the student’s participation.

### 4. Homework

Please note that you should complete homework on Blackboard. Homework cannot be turned in after its due date. If you expect to miss class, be sure you will be able to do the homework before its due date. No late assignments will be accepted.

### 5. Exams/Quizzes

Exams and quizzes will be taken from any material discussed in class. Some quizzes may be administered through Blackboard with specific/recurring due dates. You are responsible for bringing SCANTRON forms and a calculator to the exam/quiz as you may need to solve quantitative questions. A missed exam/quiz will result in a score of 0 (zero) for that exam/quiz. Graded exams/quizzes will be returned during the following class. Do not discard them - they are a critical record if there is a discrepancy later. There are no make-up quizzes. In a specific, pre-coordinated case, an all-essay make-up exam may be arranged at the discretion of the Professor.

### 6. Need for Assistance

If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to [cass@utep.edu](mailto:cass@utep.edu), or visit their office located in UTEP Union East, Room 106. For additional information, please visit the Center for Accommodations and Support Service (CASS) website at <http://sa.utep.edu/cass>

### 7. Other Student Services

University Writing Center: <http://uwc.utep.edu/index.php>

Sexual Harassment Guide for students: <http://admin.utep.edu/Default.aspx?tabid=43881>

University Counseling Center: <http://sa.utep.edu/counsel/>, 747-5302, 202 Union West; walk-ins encouraged.

Student Health and Wellness Center: <http://chs.utep.edu/health/>, 747-5624. Many services free to students paid for through student health fee.



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Student Engagement and Leadership Center: <http://sa.utep.edu/selc>, 106 Union West, 747-5670.  
Includes study space with workstations; family friendly room with lactation space.

University Career Center: <http://sa.utep.edu/careers>, 103 Union West, 747-5640.

Mine Tracker: <https://minetracker.utep.edu/>. Events, news and organizations.

### **8. Campus Carry:**

Persons who hold a Concealed Handgun License can lawfully carry their gun into a UTEP classroom as long as it remains concealed. Open carry remains prohibited on campus. Should you feel someone is intentionally displaying a gun (or any other weapon for that matter), do not hesitate to call Campus Police (ext. 5611) or 911. For more information on campus concealed carry, see <http://sa.utep.edu/campuscarry/>. For more information on overall campus safety, see <http://admin.utep.edu/emergency>.

Please note that the GBC is a designated Campus Carry Exclusion Zone – a property leased by the University which has existing tenant leases *prohibiting weapons*. For more information on Campus Carry Exclusion Zones see: <http://sa.utep.edu/campuscarry/exclusion-zones>

### **9. Student Responsibility**

Individual students must operate with integrity in their dealings with faculty and other students; engage learning materials with appropriate attention and dedication; maintain engagement when challenged by difficult learning activities; contribute to the learning of others; and perform to standards set by the faculty.

**Note:** This is a tentative syllabus and the Professor reserves the right to make appropriate changes.

**See Detailed Class Outline on Next Page!**



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**Class Hours: MW 10:30–11:50 a.m.**

**COBA Room 304**

**Detailed Course Outline:**

Week	Day	Date	Subject	Discussion	Sim HW
1	Mon	Aug 28	Syllabus Chapter 1	Expectations for the course The Service Economy	
	Wed	Aug 30	Chapter 2 <b>Reading Quiz 1</b>	Service Strategy Chapters 1, 2, on Blackboard	
2	Mon	Sep 4	<b>No Class</b> <b>Reading Quiz 2</b>	<b>University closed for National Holiday</b> Chapter 3, on Blackboard	
	Wed	Sep 6	Simulation 1	Introduction to Simulation	#1
3	Mon	Sep 11	Chapter 3 <b>Reading Quiz 3</b>	New Service Development Chapter 4, on Blackboard	
	Wed	Sep 13	Simulation 2	System Dynamics	#2
4	Mon	Sep 18	Chapter 4 <b>Reading Quiz 4</b>	The Service Encounter Chapter 5 on Blackboard	
	Wed	Sep 20	Simulation 3	Simulation Basics	#3
5	Mon	Sep 25	<b>Exam #1</b> <b>Reading Quiz 5</b>	<b>1 hour exam covers Chapters 1-4</b> Chapter 6, on Blackboard	
	Wed	Sep 27	Tennis Ball Exercise	In-Class Activity	#4
8	Mon	Oct 2	Chapter 6 <b>Reading Quiz 6</b>	Service Quality Chapter 7, on Blackboard	
	Wed	Oct 4	Simulation 4	Data Collection and Analysis	#5
9	Mon	Oct 9	Chapter 7 <b>Reading Quiz 7</b>	Process Improvement Chapter 8, on Blackboard	
	Wed	Oct 11	Simulation 5	Modeling Manufacturing Systems	#6
10	Mon	Oct 16	Chapter 8 <b>Reading Quiz 8</b>	Service Facility Location Chapter 9 - on Blackboard	
	Wed	Oct 18	<b>Review</b>	<b>In-Class Review</b>	
11	Mon	Oct 23	<b>Exam #2</b> <b>Reading Quiz 9</b>	<b>1 hour exam covers Chapters 5-8</b>	
	Wed	Oct 25	Simulation 6	Modeling Handling Systems	#7
12	Mon	Oct 30	Chapter 9 <b>Reading Quiz 10</b>	Service Supply Relationships Chapter 11 on Blackboard	
	Wed	Nov 1	Simulation 7	Comparing Systems	#8
13	Mon	Nov 6	Chapter 10 <b>Reading Quiz 11</b>	Globalization of Services Chapter 12, on Blackboard	
	Wed	Nov 8	Simulation 8	Modeling Service Systems	#9



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15	Mon	Nov 13	Chapter 11 <b>Reading Quiz 12</b>	Managing Capacity and Demand Chapter 13, on Blackboard	
	Wed	Nov 15	<b>Review</b>	<b>In-Class Review</b>	
16	Mon	Nov 20	<b>Exam #3</b> <b>Reading Quiz 13</b>	<b>1 hour exam covers Chapters 9-11</b> Chapter 13 Supplement on Computer Simulation pg. 380, on Blackboard	
	Wed	Nov 22	Simulation Capstone	Real-World Simulation Problem	#10
17	Mon	Nov 27	Chapter 12	Managing Wait Lines	
	Wed	Nov 29	Simulation Capstone	Real-World Simulation Problem	#11
18	Mon	Dec 4	Chapter 13	Capacity Planning and Queuing Models	
	Wed	Dec 6	<b>Review</b>	<b>In-Class Review</b> <b>Last day of class!</b>	
19	Fri	Dec 15	<b>Final Exam</b> <b>10:00am -12:45pm</b>	<b>1 hour exam covers Chapters 12-13</b> <b>plus simulation topics.</b>	