



# Service Operations Management

OSCM 3331 Spring 2024



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**Class Hours:** 100% Online, Asynchronous

**Office Hours:** MW 8:00 - 10:15pm, TR 10:00-12:00am or by appointment

## Required Textbook:

For OSCM 3331 - Service Operations Management:

**Service Management: Operations, Strategy, Information Technology**, by Sanjeev Bordoloi, James A. Fitzsimmons and Mona J. Fitzsimmons, 10th Edition.

**MUST INCLUDE ACCES CODE FOR McGraw Hill Connect ONLY!**

ISBN: 9781265430184



## 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. **Prerequisite:** OSCM 3321

## 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. Understand and Implement unique elements of Service Project Management.

## Lectures and Class Organization

Important material from the textbook, homework readings and quizzes will be covered in class lectures. This class is 100% online, asynchronous, so class lectures will be delivered through short 10-15 minute lecture videos posted on Blackboard in the Lecture Videos content area. The detailed class outline, on the last 2 pages of this syllabus, shows you exactly what book chapters will be covered each week of the entire term. I strongly recommend that you view and understand the lecture videos associated with each day in the outline, on that particular day, to stay on top of all the material that you will need to master for each quiz and exam. You should plan to read a lot and take careful lecture notes. Discussion and engagement with your classmates is strongly encouraged about the topics being covered, through regular discussion board assignments.



# Service Operations Management

OSCM 3331 Spring 2024



## Regular Exams

There will be three regular, non-comprehensive exams that cover class materials and chapters in the textbook and other materials, taught up to the date of the last lecture before the exam. Exams will be administered electronically through Blackboard. Exams will be only available during a predetermined multi-hour block of time on the scheduled exam day. You must use Respondus Lockdown Browser to take exams, and have a working webcam and microphone on the computer you are using. Respondus Monitor will be enabled and will be recording everything you do and say during your exam session. You will have 60 minutes to take exams. If you have some kind of problem with your computer or Internet connection, your answers will be saved, and you'll have plenty of time to restart and reenter the exam. **There are no make-up exams.**

## How we will Communicate

I will communicate with you through Blackboard announcements, global emails sent to the whole class and office hours either in-person or virtual. The best way to communicate directly with me is via email to [msgarcia4@utep.edu](mailto:msgarcia4@utep.edu). I teach many classes and have many students, so please identify your **course number** and a **message topic** clearly in the Subject line of your email. A good example email Subject line would be:

Subject: OSCM 3331 – Question about Exam 1 Grades

If you do not include this information in the Subject line of your message, it may significantly delay my response. I will do my best get back to you within 1 business day.

## Netiquette Guidelines:

Netiquette is a set of rules for behaving properly online. We must establish and maintain a safe online learning environment. All opinions and experiences, no matter how different or controversial they may be perceived, must be respected in a tolerant spirit of academic discourse. You are encouraged to comment, question, or critique an idea but you are not to dismiss or attack any individual. Working as a community of learners, we will build a polite and respectful course community.

The following netiquette tips will enhance the learning experience for everyone in this course:

- Do not dominate any discussion.
- Give other students the opportunity to join in the discussion.
- Do not use offensive language. Present ideas appropriately and professionally.
- Be cautious in using Internet language. For example, do not capitalize all letters since this suggests shouting. Popular emoticons, such as ☺, can be helpful to convey your tone but do not overdo or overuse them.
- Avoid using vernacular or slang language. This could possibly lead to misinterpretation.
- Never make fun of someone's ability to read or write.
- Share tips with other students.
- Keep an "open-mind" and be willing to express even your minority opinion. Minority opinions will be respected.
- Think, pause, and edit before you push the "Send" button.
- Do not hesitate to ask for feedback.
- Be careful using humor – your perception of what is funny may be very different from someone else's.



# Service Operations Management

OSCM 3331 Spring 2024



## Grading Policy:

15 %	First Regular Exam	<b>A</b> =	numerical grade $\geq 90$
20 %	Second Regular Exam	<b>B</b> =	$80 \leq$ numerical grade $< 90$
20 %	Third Regular Exam	<b>C</b> =	$70 \leq$ numerical grade $< 80$
15%	Quizzes	<b>D</b> =	$60 \leq$ numerical grade $< 70$
30%	Homework and other Assignments	<b>F</b> =	numerical grade $< 60$

## COURSE POLICIES

### 1. Electronic Devices

All electronic devices (cell phones, tablets, camera containing devices, etc.) should be completely turned off during exams and should not be in the hands of students at any time during an exam. There will be absolutely no texting, phone calls, or social media interaction during class or exams. Such activity will be captured and recorded by Respondus Monitor and will constitute grounds for disqualifying an exam attempt, resulting in a grade of zero.

### 2. Academic Integrity

Cheating is unethical and unacceptable. Using information or original wording in a paper, assignment or discussion board 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 be subject to disciplinary action, per UTEP catalog policy. Refer to <https://www.utep.edu/student-affairs/oscct/student-conduct/academic-integrity.html> for further information.

### 3. Attendance and Punctuality (Face-to-Face Classes Only)

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 the class if 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 substantially 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.

### 4. Homework

There will generally be one homework assignment for each text chapter, taken from material previously covered in class. Please note that you should complete and turn in homework exclusively through McGraw Hill Connect. Homework will not be accepted via hardcopy, email, or text messages and cannot be turned in after its due date. If you expect to be out-of-pocket, make sure you will be able to do the homework before its due date. No late assignments will be accepted. Unless specifically stated otherwise in a homework assignment, all homework is a strictly individual, non-group, non-collaborative task.



# Service Operations Management

OSCM 3331 Spring 2024



## 5. Quizzes

There will generally be one short quiz for every two text chapters, taken from material covered in that week. These quizzes are structured to compel and reward you for reading ahead in the text in preparation for upcoming lectures. Chapter quizzes will be administered through Connect.

## 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 <https://www.utep.edu/student-affairs/cass/>

## 7. Other Student Services

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

Sexual Harassment Guide for students: <https://www.utep.edu/titleix/Filing-a-Complaint.html>

University Counseling Center: <https://www.utep.edu/student-affairs/counsel/>, 747-5302, 202 Union West; walk-ins encouraged.

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

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

University Career Center: <https://www.utep.edu/student-affairs/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 information on campus concealed carry, see <https://www.utep.edu/campuscarry/>. For more information on overall campus safety, see:

<https://www.utep.edu/student-affairs/dean-of-students-office/student-emergency/index.html>

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 on Exclusion Zones see: <https://www.utep.edu/campuscarry/exclusion-zones/index.html>

Please see detailed class outline, beginning on the following page. It is a good idea to print this outline, double-sided, on a single page, and carry it with you at all times so you'll know what we are going to be doing on a particular week in class. Please note that all the exams are pre-scheduled on very specific dates that cannot change – so plan your personal activity accordingly and well in advance, **as there are no makeup exams, and late work is not accepted.**



# Service Operations Management

OSCM 3331 Spring 2024



## Detailed Course Outline:

Week	Day	Date	Subject	Discussion	HW
1	Mon	Mar 18	Class Intro	Expectations for the course	
	Tues		Chapter 1	The Service Economy Complete SmartBook Activities Ch1	#1
	Wed		Chapter 2	Service Strategy Complete SmartBook Activities Ch2	#2
	Thurs		Connect Quiz 1	Connect Quiz on Chapters 1 and 2	Q1
2	Mon	Mar 25	Chapter 3	New Service Development Complete SmartBook Activities Ch3	#3
	Tues		Chapter 4	The Service Encounter Complete SmartBook Activities Ch4	#4
	Wed		Connect Quiz 2	Connect Quiz on Chapters 3 and 4	Q2
	Thurs		<b>Exam #1</b>	<b>1 hour exam covers Chapters 1-4</b>	
3	Mon	Apr 1	Chapter 5	Supporting Facility and Process Flows Complete SmartBook Activities Ch5	#5
	Tues		Chapter 6	Service Quality Complete SmartBook Activities Ch6	#6
	Wed		Connect Quiz 3	Connect Quiz on Chapters 5 and 6	Q3
4	Mon	Apr 8	Chapter 7	Process Improvement Complete SmartBook Activities Ch7	#7
	Tues		Chapter 8	Service Facility Location Complete SmartBook Activities Ch8	#8
	Wed		Connect Quiz 4	Connect Quiz on Chapters 7 and 8	Q4
	Thurs		<b>Exam #2</b>	<b>1 hour exam covers Chapters 5-8</b>	
5	Mon	Apr 15	Chapter 9	Service Supply Relationships Complete SmartBook Activities Ch9	#9
	Tues		Chapter 10	Globalization of Services Complete SmartBook Activities Ch10	#10
	Wed		Connect Quiz 5	Connect Quiz on Chapters 9 and 10	Q5
6	Mon	Apr 22	Chapter 11	Managing Capacity and Demand Complete SmartBook Activities Ch11 Review text book highlights	#11
	Tues		Chapter 12	Managing Wait Lines Complete SmartBook Activities Ch12 Review text book highlights	#12
	Wed		Connect Quiz 6	Connect Quiz on Chapters 11 and 12	Q6
7	Mon	Apr 29	<b>Exam #3</b>	<b>1 hour exam covers Chapters 9-12,</b>	
	Tues		Bonus Content Chapter 16	Managing Service Projects	
	Wed		Bonus Content Chapter 16	Managing Service Projects	
	Fri	May 3	<b>Class Ends</b>	<b>Class activity ends. Official end is May 6</b>	



# Service Operations Management

OSCM 3331 Spring 2024



## Spring 2024 Academic Calendar:

<b>Oct 23rd</b>	Spring Registration Begins
<b>Jan 4th</b>	Last Day to Clear Students on Suspension/Probation as well as those with Insufficient Prerequisites
<b>Jan 5th</b>	Drops for Students with Unsatisfactory Academic Standing, Insufficient Prerequisites, and Prior Grades of C in the Course
<b>Jan 8th</b>	Financial Aid is Disbursed
<b>Jan 15th</b>	Dr. Martin Luther King, Jr. Holiday – University Closed
<b>Jan 16th</b>	Spring classes begin
<b>Jan 16th-19th</b>	Late Registration (Fees are incurred)
<b>Jan 31st</b>	Spring Census Day. Note: This is the last day to register for classes. Payments are due by 5:00 pm.
<b>Feb 12th</b>	20 <sup>th</sup> Class Day. Note: Students who were given a payment deadline extension will be dropped at 5:00 pm if payment arrangements have not been made.
<b>Feb 16th</b>	Graduation application deadline for degree conferral
<b>Mar 11th-15th</b>	Spring Break
<b>Mar 20th</b>	Freshman midterm grades are due
<b>Mar 28th</b>	Spring Drop/Withdrawal Deadline Note: Student-initiated drops are permitted after this date, but the student is not guaranteed a grade of W. The faculty member of record will issue a grade of either W or F.
<b>Mar 29th</b>	Cesar Chavez Holiday - No classes; Spring Study Day
<b>Apr 12th</b>	Deadline to submit candidates' names for commencement program
<b>May 2nd</b>	Spring – Last day of classes
<b>May 3rd</b>	Dead day
<b>May 6-10th</b>	Spring Final Exams
<b>May 11-12th</b>	Spring Commencement
<b>May 15th</b>	Grades are Due
<b>May 16th</b>	Grades are posted to student records; students are notified of grades and academic standing
<b>Payment Deadlines</b>	For more information on payment deadlines, visit the <a href="#">Student Business Services Website</a>