

Module Title:	Service Operations Management	
Module No.: DLMSM	Semester / Term: --	Duration: Minimum 1 Semester
Module Type(s): Pflicht	Regularly offered in: WS, SS	
Workload: 150 h	Credit Points: 5	
Admission Requirements: None	Language of Instruction: Englisch	
Contributing Courses to Module: <ul style="list-style-type: none">Service Operations Management (DLMSM01)	Workload: Self-study: 110 h Self-examination: 20 h Tutorials: 20 h	
Course Coordinator(s) / Tutor(s): Please see the current list of tutors on the Learning Management System.	Module Director: Dr. Caterina Fox	
References to Other Programs: <ul style="list-style-type: none">Path to Master	References to Other Modules in the Program: None	
Qualification and Educational Objectives of the Module: On successful completion of this module, students will be able to: <ul style="list-style-type: none">create efficient service production delivery systemsforecast and use capacity, resource, and supply chain management strategiestransform service inputs into service outputs effectivelyunderstand various service operations subsystems and toolsuse process, quality, and project management conceptsdevelop an operations strategydesign a service to optimum customer satisfaction level		
Course Content of the Module:		
<ul style="list-style-type: none"> The characteristics of service operations management Process strategy Service design decisions Forecasting Capacity management Facilities management Improvement Supply chains in services Customer experience 		

Teaching Methods:	See the contributing course outline	
Literature:	See the contributing course outline	
Percentage of the Module Grade Relative to the Final Grade for the Program: --	Prerequisites to Qualify for Assessment:	Assessment:
	See course outline	DLMSM01: Written Assessment: Written Assignment (100%)

Course No.: DLMSM01	Course Title: Service Operations Management	Hours Total: 150 h Credit Points: 5 ECTS
Course Type: Pflicht Course Availability: Course Duration: Minimum 1 Semester		Admission Requirements: None
Course Coordinator / Instructor: See current list of tutors in the Learning Management System		References to Other Modules: Please see module description
<p>Course Description:</p> <p>The goal of service operations management is to create and improve service processes to achieve increases in productivity and quality. These strategies are applicable across a wide variety of industries and departments.</p> <p>Managers must understand how service companies create efficient service production and delivery systems while adhering to customer expectations. Proper operations management uses various interdependent tools and subsystems to increase efficiency, effectiveness, and productivity at the lowest possible cost.</p> <p>Forecasting, capacity management, resource management, supply chain management, process management, quality management, and project management strategies are used interchangeably by effective managers to design and implement a service to optimum customer satisfaction levels.</p> <p>Course Objectives and Outcome:</p> <p>On successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • create efficient service production delivery systems • forecast and use capacity, resource, and supply chain management strategies • transform service inputs into service outputs effectively • understand various service operations subsystems and tools • use process, quality, and project management concepts • develop an operations strategy • design a service to optimum customer satisfaction level <p>Teaching Methods:</p> <p>The learning materials include printed and online course books, vodcasts, online knowledge tests, podcasts, online tutorials, and case studies. This range of learning materials is offered to students so they can study at a time, place, and pace that best suits their circumstances and individual learning style.</p> <p>Course Content:</p> <ol style="list-style-type: none"> 1. The Characteristics of Service Operations Management <ol style="list-style-type: none"> 1. The Values of Operations Management 2. Operations Strategy 3. Strategic Fit 4. Operational Views 5. Competitive Priorities 2. Process Strategy <ol style="list-style-type: none"> 1. Process Structure 2. Process Decisions 		

3. Process Analysis
4. Theory of Constraint
5. Process Documentation and Improvement
3. **Service Design Decisions**
 1. Customer Expectation Extraction
 2. Designing and Delivering Services
 3. Job Design and Work Organization
 4. Organizational Integration
4. **Forecasting**
 1. Demand Management
 2. Forecasting Decisions
 3. Forecasting Methodologies
 4. The Forecasting Process
 5. Forecasting Error
5. **Capacity Management**
 1. Capacity Planning
 2. Resource Planning and Scheduling
 3. Customer Management
 4. Revenue Management
6. **Facilities Management**
 1. Front and Back Office Facilities Management
 2. Facility Location Models
 3. Designing the Servicescape
 4. Ergonomics and Productivity
 5. Information Systems and Networks
7. **Improvement**
 1. Total Quality Management
 2. Operational Improvement
 3. Continuous Improvement
 4. System Failure, Prevention, and Recovery
 5. Complaint Management
8. **Supply Chains in Services**
 1. Supply Chain Design
 2. Performance Metrics
 3. Integration
 4. Supply Chain Risks
 5. Sustainability
9. **Customer Experience**
 1. Competitive Advantage
 2. Delivery Metrics
 3. Communication
 4. Success Parameters

Literature:

- Alhouti, S., Gillespie, E. A., Chang, W., & Davis, L. (2015). The thin line between love and hate of attention: The customer shopping experience. *Journal of Marketing Theory and Practice*, 23(4), 415-433.
- Deshmukh, A. K., & Mohan, A. (2016). Demand chain management: The marketing and supply chain interface redefined. *IUP Journal of Supply Chain Management*, 13(1), 20-36.
- van Looy, B., Gemmel, P., & Van Dierdonck, R. (2013). *Service management: An integrated approach* (3rd ed.). Harlow: Pearson Education.
- Lavy, S., Garcia, J. A., Scinto, P., & Dixit, M. K. (2014). Key performance indicators for facility performance assessment: Simulation of core indicators. *Construction Management and Economics*, 32(12), 1183-1204.
- Scur, G., & Heinz, G. (2014). The environmental dimension in the context of the operations strategy of the São Paulo's ABC region automotive manufacturers. *Review of Business Management*, 18(60), 290-304.

Examinations:

- Written Assessment: Written Assignment

Student Workload (in hours): 150

Self-study: 110

Self-testing: 20

Tutorials: 20