《Service Industry Management》 Course Syllabus

Course Chinese Title: 服务业管理	**Course Category (Compulsory/ Elective):** Elective
Course English Title: Service Industry Management	
Total Hours/ Hours Per Week/ Credit(s): 32/2/2	**Lab Practice/ Practical Hours:** 8
Prerequisites: Principle of Management	
Follow-up course: None	
Time: 10:25-12:00, Wednesday	**Classroom:** Room 3303, Guancheng Campus
Class: 2022 International Business (Industry-University International Program)	
College: School of Economics and Management	
Instructor Name/ Academic Title: Congcong Yang/Lecturer	
Office Hour: By Appt. At Room 2305, Guancheng Campus; Online: WeChat Class Group	
Course Assessment Method: Open book test ( ) Close book test ( ) Report (✓) Other ( )	
Required Textbook: Fitzsimmons, James A., Mona J. Fitzsimmons & Sanjeev Borjolol. Service management: Operations, Strategy, Information Technology (8th edition). New York, NY: McGraw-Hill, 2015. **Supplementary Materials:** 1.Haksever, Cengiz & Render, B. Service management: an integrated approach to supply chain management and operations. FT Press, 2013. 2.Wirtz, Jochen, Christopher Lovelock. Services marketing: People, technology, strategy. World Scientific Publishing Co Inc, 2016.	
Course Description: This is an optional course for students in the International Economics and Trade bachelor program. This course is designed to provide students with an understanding of the analysis, decision-making, and implementation issues of managing the operational aspects of service. The importance of the service sector in the economy will be discussed. The unique features of service and service operations will be highlighted. The classroom lectures will include service concepts, strategies, and specific operational issues such as new service development, service encounter, location, layout, capacity, encounter, distribution, and quality assurance. As the service sector	

is the fastest-growing sector of the economy in China and the world, this course is also intended to help students discover service innovation opportunities and improve their service management capability in their future work.

Course Learning Objectives and its supporting on the requirement for graduation:

Course Learning Objectives	Measurements on Requirement for Graduation	Requirement for Graduation
CO1： Develop an understanding of services and service management in terms of definition, features, and their roles in an economy; Articulate the nature of services and distinguish among a variety of types of services.	1.1 Students shall have basic theoretical knowledge and professionalism of Humanities and Social Science.	1. Students shall master the knowledge required by Applied Economics systemically.
CO2： Explain the typical management issues faced by service organizations and apply service management theories, models, and tools to analyze and solve those problems.	2.3 Students shall be familiar with using existing analysis tools to solve the problems in positive economics and management practice.	2. Students shall be able to analyze problems with using quantitative and information technology (IT) tools.
CO3： Consider the diversity and variability of service management issues and analyze those issues with a developmental and open-minded view.	5.1 Students shall have strong critical thinking skills and be able to identify problems, distill the crucial points and propose appropriate solutions.	5. Students shall have innovative consciousness and the ability to apply innovative spirit to solve diversified business problems.

Lecturing Plan

Week	Topic	Instructor	Hours	Contents （Key point、Difficulty、Ideological and Political Learning）	Instructional Mode	Activities	Assignment	Supported Measurements

					（**Blended/ Offline**）			
1	Introduction	Congcong Yang	2	**I**ntroduce the course **Key points**: Economy evolution; Service Economy **Difficulties:** Understand the importance of service in the economy	Offline	Lecture	Search and read reports regarding the development of service industries in China.	CO1
2-3	The Nature of Service	Congcong Yang	4	**Key points**: Definition of services; Distinctive characteristics of service operations; The service package **Difficulties**: Classification of services; An Open-Systems View of Services	Offline	Lecture Q&A	Finish the quiz and discussion topic online	CO1
5-6	New Service Development	Congcong Yang	4	**Key points**: Service innovation; New service development process; Taxonomy for service process design; Generic approaches to service system design **Difficulties**: Service blueprint **Ideological and Political Learning:** Service innovation is the start of new service development. Students are guided to achieve sustainable service	Offline	Lecture Q&A	Finish the quiz and discussion topic online	CO2

				production and consumption through service innovation.				
7	The Service Encounter	Congcong Yang	2	**Key points:** Definitions of service encounter, The Service Encounter Triad model **Difficulties**: Three management elements in the service encounter	Offline	Lecture Q&A	Finish the quiz and discussion topic online	CO2
8-9	Service Quality	Congcong Yang	4	**Key points**: Definitions of service quality; Measuring service quality **Difficulties**: Gaps in service quality **Ideological and Political Learning**: By introducing the importance of quality，especially learning the strategy of High-quality development, students should build correct service perspectives, improve their capability of reliable and empathetic service, and treat customers without sexual discrimination.	Offline	Lecture Q&A	Searching some failure cases of a service organization that are caused by low service quality or unfair treatment of customers	CO2
12	Supporting Facility and Process Flows	Congcong Yang	2	**Key points:** Facility design; Facility layout **Difficulties:** Process analysis	Offline	Lecture/ Practice	Finish the quiz and discussion topic online	CO2

13	Service Facility Location	Congcong Yang	2	**Key points**: Strategic Location Considerations; Facility Location Techniques **Difficulties**: Facility Location Techniques (*Huff Model, Location Set Covering*) **Ideological and Political Learning:** Besides the considerations mentioned in the textbook, we guide students to understand that environmental protection is an essential factor when locating service facilities. And the service facility location should meet the environmental requirements of local development.	Offline	Lecture/ Practice	Finish the quiz and discussion topic online	CO2
14-15	Managing Capacity and Demand	Congcong Yang	4	**Key points**: Strategies for managing demand; Strategies for Managing capacity; Queuing management **Difficulties**: Yield management; Queuing management	Offline	Lecture Q&A	Finish the quiz and discussion topic online	CO2
Total			24					

Practice Plan

Week	Topic	Instructor	Hours	Contents （Key point、Difficulty、Ideological and Political Learning）	Practice Type （Verified / Integrated / Designed）	Activities	Supported Measurements
4	Service Strategy	Congcong Yang	2	Students are required to answer some questions after reading a case prepared by the lecturer. **Key point**: Answer questions accurately **Difficulties**: The application of theories in strategy and management to explain or solve case issues	Integrated	Case study	CO3
10	Service Quality	Congcong Yang	2	Students are required to answer some questions after reading a case prepared by the lecturer. **Key points**: The application of the service quality gap model **Difficulties**: The application of related theories (i.e., service quality, new service development) to explain or solve case issues	Integrated	Case study	CO3
11	Servicescape	Congcong Yang	2	**Key point:** Understand the definition of servicescape; Identify the elements of	Integrated	Case study	CO3

				servicescape; explain the effects of servicescape on customers and staff **Difficulties:** Applied the theoretical framework of servicescape to analyze the real case			
16	Service Management	Congcong Yang	2	Students are required to answer some questions after reading a case prepared by the lecturer. **Key point:** Understand the nature of services and service systems **Difficulties:** Applied the knowledge of service package, service system, and service quality to analyze the real case	Integrated	Case study	CO3
Total			8				

Grading

Course Learning Objectives	Supported Measurements	Assessments and Grading Percentage (%)			Percentage(%)
		Class participation	Assignment	Final Term report	
CO1	1.1	5	5	15	25
CO2	2.3	10	10	30	50
CO3	5.1	5	5	15	25
Total		20	20	60	100

Note：1) According to Article 12 of the Examination Management Regulations of Dongguan University of Technology, students who are absent from class three times (or a total of six class hours) shall not be eligible to participate in the final assessment of this course. 2) The assessment criteria for each component are outlined in the attached document.

Syllabus Submission Date： 26th August 2023
School Reviewal: Agree   Signature： 陈海东   Data： 2023.8.27

Appendix： Grading Criteria Rubrics

Assignment Grading Criteria

Measurement Points	Grading Criteria			
	Excellent A(90-100)	Good B(76-89)	Satisfactory C(60-75)	Fail D(<60)
Understanding of the topic (25%)	Shows a full understanding of topic-related theoretical knowledge	Shows a clear understanding of the topic-related theoretical knowledge	Shows adequate understanding of the topic-related theoretical knowledge	Shows little understanding of the topic-related theoretical knowledge
Addressing the topic (40%)	Fully addresses the topic-related problems, issues, or questions	Clearly addresses the topic-related problems, issues, or questions	Adequately addresses the topic-related problems, issues, or questions	Insufficiently addresses the topic-related problems, issues, or questions
Critical thinking (25%)	Shows comprehensive supporting material, solid logical explanations, and elaboration	Shows clear supporting material, moderately strong logical explanations, and elaboration	Offers adequate supporting material, clear, logical explanations, and elaboration	Shows weak supporting material, unclear logical explanations, and elaboration
Attitude to homework (10%)	Completed on time; written neatly and clearly; All the contents follow the requirements of the standard implementation	Completed on time; written relatively clearly; most of the content follows the requirements of the standard implementation.	Do not finish on time; written not clearly enough; Only part of the content follows the requirements of the standard implementation.	Homework is not submitted.

Late Work Policy: Late work will take at most 80% of the scores.

Final Term Paper Grading Criteria

Measurement Points	Grading Criteria			
	Excellent A(90-100)	Good B(76-89)	Satisfactory C(60-75)	Fail D(<60)
Integration of knowledge (30%)	The paper demonstrates that the author fully understands and has applied concepts learned in the course. Concepts are integrated into the writer's own insights. The student provides concluding remarks that show analysis and synthesis of ideas.	The paper demonstrates that the author, for the most part, understands and has applied concepts learned in the course. However, some of the conclusions are not supported in the body of the paper.	The paper demonstrates that the author, to a certain extent, understands and has applied concepts learned in the course.	The paper demonstrates that the author has little knowledge of concepts learned in the course and seldom applies them.
Topic focus (15%)	The topic is narrow enough for the scope of the paper.	The topic is focused but lacks direction.	The topic is too broad for the scope of this term paper	The topic is not clearly defined.
Depth of discussion (20%)	In-depth discussion and elaboration in all sections of the paper.	In-depth discussion and elaboration in most sections of the paper.	Omitted pertinent content or content runs on excessively. Quotations from others outweigh the writer's own ideas excessively.	Cursory discussion in all the sections of the paper or brief discussion in only a few sections.
Cohesiveness (12%)	Ties together information from all sources. The writing demonstrates an in-depth	For the most part, it ties together information from all sources. The writing	Sometimes, it ties together information from all sources. The writing does not	Does not tie together information. Writing does not demonstrate an understanding of any relationships.

	understanding of the relationship among material obtained from all sources.	demonstrates an understanding of the relationship among material obtained from all sources.	demonstrate an understanding of the relationship among material obtained from all sources.	
Support (15%)	Uses evidence appropriately and effectively, providing sufficient evidence and explanation to convince.	It begins to offer reasons to support its points, perhaps using varied evidence. Begins to interpret the evidence and explain connections between evidence and main ideas. Its examples bear some relevance.	It often uses generalizations to support its points. May use examples, but they may be obvious or not relevant. Often depends on unsupported opinions or personal experiences.	Uses irrelevant details or lacks supporting evidence entirely.
Spelling and grammar (8%)	No spelling &/or grammar mistakes.	Minimal spelling &/or grammar mistakes.	Noticeable spelling and grammar mistakes.	Unacceptable number of spelling and/or grammar mistakes.

Late Work Policy: Late work will take at most 80% of the scores.