

(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: Principles of Management	
Teaching Time: Wednesday, 10:25-12:00	Classroom: R5204, GuanCheng Campus
Class: 2019 International Economics and Trade (International Business Industry-University International Program)	
College: School of Economics and Management	
Instructor Name/ Academic Title: Congcong Yang/ Lecturer	
Office Hour: Wednesday, 16:20-18:00 at 3207 Guancheng Campus; by appointment	
Course Assessment Method: Open book () Close book () Report (<input checked="" type="checkbox"/>) Other ()	
Required Textbook: Fitzsimmons, James A., & Mona J. Fitzsimmons. Service management: Operations, Strategy, Information Technology (7 th edition). New York, NY: McGraw-Hill, 2011.	
Supplementary Materials: 1.Van Looy, Bart, Paul Gemmel, Roland Dierdonck, eds. Services management: An integrated approach. Pearson Education, 2003.	
2. Wirtz, Jochen, Christopher Lovelock. Services marketing: People, technology, strategy. World Scientific Publishing Co Inc, 2016.	
Course Description: This is an optional course for the students in the bachelor program of International Economics and Trade. This course is designed to provide students with an understanding of the analysis, decision making and implementation issues of managing the operational aspects of a service. The importance of service sector in economy will be discussed. The unique features of service and service operations will be highlighted. The classroom lectures will consist of service concepts, service strategies and specific operational issues such as location, layout, capacity, inventory, distribution and quality assurance. As the service sector is the fastest-growing sector of the economy, this course is also intended to help students discover entrepreneurial opportunities.	
Course Objectives CO1. Develop an understanding of service in terms of its definition, features, and facilitating role in an economy as well as those aspects of management and operations	Connection to the core competences (For students major in Science and Engineering) : □LOs 1.

<p>of particular importance to service producing as opposed to goods-producing organizations.</p> <p>CO2. Acquire practical tools for enhancing the performance of service-producing organizations.</p> <p>CO3. Foster strong verbal and written communication skills, as well as team spirit.</p> <p>CO4. Gain an appreciation for the degree to which effective management of services requires a multi-functional operational perspective.</p> <p>CO5. Foster an active, constructively critical posture as consumers of services whose aim is to stimulate service providers to improve service quality.</p>	<p>☐LOs 2.</p> <p>☐LOs 3.</p> <p>☐LOs 4.</p> <p>☐LOs 5.</p> <p>☐LOs 6.</p> <p>☐LOs 7.</p> <p>☐LOs 8.</p>
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Course Plan

Week	Topic	Instructor	Hours	Expected Learning Outcomes	Instructional Mode (Online/Blending/ Offline)	Activities	Assignment	Supporting Course Objectives
1	Course Introduction	Congcong Yang	2	Key points: Economy Evolution; Service Economy Difficulties: Understand the importance of service in economy	Offline	Lecture	Preview Chapter 1 on the textbook	CO1 CO4

2	The Nature of Service	Congcong Yang	2	Key points: Distinctive characteristics of service operations Difficulties: Service management challenges posed by the characteristics of service	Offline	Lecture	Write a small report regarding how service organizations address the challenges posed by service features	CO1 CO3 CO4
3	The Nature of Service	Congcong Yang	1	Key points: Service package; the classification of services Difficulties: the application of service package	Offline	Lecture	Prepare for the seminar in Week 4	CO1 CO4
5	New Service Development	Congcong Yang	2	Key points: Service Process and service blueprint Difficulties: The application of service blueprint	Offline	Lecture	Preview Chapter 6 on the textbook	CO1 CO2 CO5
6	Service Quality	Congcong Yang	2	Key points: Definition of service quality Difficulties: Dimensions of service quality Ethical and political learning: By introducing the concept and dimensions of service quality, students should build correct service perspective and improve their capability of reliable and empathetic service which can	Offline	Lecture	Ethical and political assignment: Searching some failure cases of service organization that are caused by low service quality	CO1 CO4

				benefit the society and human being.				
7	Measuring Service Quality	Congcong Yang	1	Key points: SERQUAL; Walk-Through Audit Difficulties: The application of SERQUAL and Walk-Through Audit	Offline	Lecture	Preview next chapter	CO2 CO3 CO5
8	Supporting Facility and Process Flows 1	Congcong Yang	1	Key points: Environmental Psychology and Orientation Servicescapes; Facility Design Difficulties: the definition of servicescapes and the impact of servicescape on the behavior of customers and employees	Offline	Lecture		CO1 CO3
9	Supporting Facility and Process Flows 2	Congcong Yang	2	Key points: Facility design, Process analysis Difficulties: Service process analysis	Offline	Lecture	Preview the topic of Process Flow ; Finish exercises on the textbook	CO2
10	Supporting Facility and Process Flows 3	Congcong Yang	1	Key points: Facility Layout Difficulties: Product layout and Process layout	Offline	Lecture	Preview next chapter	CO2 CO4
11	Service Encounter	Congcong Yang	2	Key points: Service Encounter Triad Difficulties: Balance the different needs among service	Offline	Lecture/Class discussion	Preview next chapter	CO1 CO4 CO5

				organization, staff and customers		ssion		
12	Service Facility Location 1	Congcong Yang	2	<p>Key points: Strategic location considerations; Modeling consideration</p> <p>Difficulties: Explain the impact of the Internet on location decisions</p> <p>Ethical and political learning: Beside the considerations mentioned on our textbook, we should guide students to understand environmental protection is an important consideration when locating service facility. And the service facility location should meet the environmental requirement of local development.</p>	Offline	Lecture	Search materials regarding the rules of locating a service facility in China and pay attention to the rules regarding environmental requirements	CO1 CO2 CO4
13	Service Facility Location 2	Congcong Yang	2	<p>Key points: Facility location techniques</p> <p>Difficulties: Cross Median Approach for a single facility</p>	Offline	Lecture	Finish exercises on the textbook	CO2
14	Managing Capacity and	Congcong Yang	2	Key points: Strategies for managing demand; Strategies	Offline	Lecture		CO1 CO4

	Demand			for managing capacity Difficulties: Describe the strategies for matching capacity and demand for services				
15	Strategies for Managing Capacity	Congcong Yang	2	Key points: Yield Management Difficulties: Yield Management Application	Offline	Lecture/class discussion	Prepare for group project demonstration	CO2 CO5
Total:			24					
Practice Plan								
Week	Topic	Instructor	Hours	Contents (Key point, Difficulty, Ideological and political learning)	Practice Type (Verified / Integrated / Designed)	Activities	Supporting Course Objectives	
3	The Nature of Service	Congcong Yang	1	Key points: Service package, Service classification Difficulties: the application of service package	Integrated	Class discussion: Analyze the service package of a selected service organization, such as hospital, restaurant and bank	CO1 CO3	
4	The Relationship between Production and Service; Service Strategy	Congcong Yang	2	Key points: The Relationship between production and service Difficulties: The relationship between production and service; the strategic service vision	Integrated	Seminar: 2-4 groups make presentations according to the required topics	CO1 CO3 CO4	

				<p>Ethical and political learning: helping students see the mutual complementary relationship between production and service. The production and service should develop in balance with each other. Production is the foundation of service and service is the extension of production.</p>			
7	Measuring Service Quality	Congcong Yang	1	<p>Key points: SERQUAL; Walk-Through Audit</p> <p>Difficulties: The application of SERQUAL and Walk-Through Audit</p>	Integrated	Design an questionnaire for measuring service quality for a particular service organization with SERQUAL or Walk-Through Audit	CO2 CO3 CO5
8	Supporting Facility and Process Flows	Congcong Yang	1	<p>Key points: The definition and dimension of Servicescapes</p> <p>Difficulties: the impact of servicescape on the behavior of customers and employees</p>	Integrated	Describe the servicescapes of a service organization and identify those excellent practices as well as those that can be improved	CO1 CO3 CO4 CO5
10	Supporting Facility and Process Flows	Congcong Yang	1	<p>Key points: Facility layout</p> <p>Difficulties: Understanding the difference between flow process layout and job shop process</p>	Integrated	Class exercise	CO2 CO4

				layout			
16	Group Project Demonstration	Congcong Yang	2		Integrated	Presentation	CO3 CO4
Total:			8				

Assessment and Grading

Assessment Method	Evaluation Criteria	Percentage (%)	Supporting Course Objectives
Class Contribution	<ul style="list-style-type: none"> Attendance: Full attendance is required. Class participation: students can get points each time by answering questions, sharing related cases, videos and news. 	10	CO1 CO3
Assignments	<ul style="list-style-type: none"> Individual assignments: evaluated by individual performance Team assignment: evaluated according to the performance of the team work 	40	CO1,CO2,CO3,C O4,CO5
Final Group Project	Based on the final evaluation criteria of term paper announced at the end of semester	50	CO1,CO2,CO3, CO4,CO5

Syllabus Submission Date: August 25, 2020

School Reviewal:

Approved

Signature: 洪志远

Date: 2020.08.29