

NATIONAL UNIVERSITY OF SINGAPORE
NUS BUSINESS SCHOOL
Department of Analytics & Operations

DSC3203 Service Operations Management

Lecturer : A/P Thompson Teo

Session : Semester II, 2017/2018

Course Objectives

The service sector is dominating the economies of most developed countries. In Singapore, services account for more than 70% of GDP. Services include wholesale and retail trade, business services, finance and insurance, transport and storage, and information and communications. Consequently, there are many opportunities for graduates to work in the services sector.

The objective of this module is to provide a comprehensive and systematic coverage of the managing operations in service or service-oriented organizations. The module focuses on the issues and challenges in the design, planning, control and improvement of service operations with the aim of increasing customer satisfaction, improve competitive advantage and enhancing profitability.

The topics covered include:

1. Understanding services
2. Designing the service enterprise
3. Managing service operations

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NOTE: This course is taught seminar style where students are expected to come prepared for classes, having read assigned readings. Students are required to participate actively in discussion, failing which they will receive low marks for participation. If you are not willing or unable to work diligently for this module, please consider taking other modules instead.

Assessment

Participation	20%	Learning/reflection	
journal	20%	Article presentation	
10% Assignment/test			20%
Group project			30%

Textbook

Fitzsimmons, J.A., Fitzsimmons, M.J. and Bordoloi, S. 2014. Service Management: Operations, Strategy and Information Technology, 8th Edition, McGraw-Hill.