

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

DSC3203/DOS3703 Service Operations Management

Lecturer : Professor Thompson Teo
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Session : Semester II, 2020/2021

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
 - The service economy
 - Service strategy
2. Designing the service enterprise
 - New service development
 - The service encounter
 - Supporting facility and process flow
 - Service quality
 - Process improvement
 - Service facility location
3. Managing service operations
 - Managing capacity and demand

Assessment

Participation	20%
Learning/reflection journal	30%
Article	15%
Group project	35%

Textbook

Bordoloi, S., Fitzsimmons, J.A., Fitzsimmons, M.J. 2019. Service Management: Operations, Strategy and Information Technology, 9th Edition, McGraw-Hill.

Note:

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