MGSC 486
Service Operations Management
Syllabus – Fall 2010

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Learning Objectives
Service organizations represent a significant portion of the global economy, accounting for more than 70% of total economic output and 60% of employment worldwide. However, the service sector has consistently lagged the manufacturing sector in terms of productivity growth. Considerable opportunities remain for service firms to better manage their operations.

This course focuses on the management of service operations, with an emphasis on cutting-edge quantitative techniques that can help services firms improve their operations. We will discuss approaches to key managerial decisions such as waiting line management, facility location, facility layout, and others.

Course Materials
Metters, R. et al., Successful Service Operations Management, 2e. (free pdf version can be found on the class blackboard site)

Cases: available for purchase online (see Detailed Course Outline below)

Course Grade
The course grade will be determined as follows:

Exam 1 30%
Final exam 30%
Excel Workshop 5%
Revenue management game 5%
Homework assignments 30% (3 x 10%)
(there are no extra credit assignments in this course)
Grading scale

A   90 to 100
B+  87 to less than 90
B   80 to less than 87
C+  77 to less than 80
C   70 to less than 77
D+  67 to less than 70
D   60 to less than 67
F   less than 60

Homework Assignments

All homework assignments must be completed in teams. **You have the option to select your team. If you want to select your team, please turn the list of your team members in at the beginning of the third class, (3 to 4 members per team). If you do not sign up for a team, the instructor will assign you to a team. If a team has three members, a fourth member may be assigned to the team if necessary.**

*Important Note:*
All homework assignments should be comprised solely of the independent work of your team. Team members are not allowed to collaborate with others outside of their team on these assignments, nor are they allowed to refer to completed assignments of other teams as they prepare their own. Any behavior violating these guidelines will result in a grade of **zero** for the homework assignment. Make sure that everyone in the group understands how to do the homework assignments since some aspects of the assignments may appear on the midterm or final exam.

Excel Workshop

This semester we are moving our required Excel Workshop from the GSCOM Capstone class to this class. We found that students have not had the time to focus on the workshop while working on their projects. Also, we thought it would be preferable if students master Excel prior to a possible internship at the end of the junior year. The workshop is also used for the IMBA program (and the web page is designed around their workshop). You are to complete each of the three quizzes and email them to epuw10@moore.sc.edu. The link is:

The deadline for the first quiz is September 3. The second and third quizzes are due on September 10. See the link for more details on the Excel Workshop.

Peer Evaluations

In order to discourage free riding and encourage active team participation, peer evaluations may be distributed at the end of the semester. **In cases of poor performance as a team member, individual grades for homework assignments will be adjusted downward. In extreme cases, team members who do not contribute in any way to a homework assignment will be given a grade of zero for that homework.**
Class Discussion
Students are expected to be prepared for class. Students should be able to intelligently discuss assigned cases or articles. The instructor has the option to deduct up to five points from the final grade average for students being unprepared for class discussion.

Course Outline

1. Introduction
2. Managing Waiting Lines (CH 14)
3. Revenue Management (CH 12)
   Revenue Management Game
4. Analyzing Data for Services
   Homework: Data Analysis Project
5. Offshoring Services (CH 8)
6. Site Selection Methods (including Microsoft MapPoint) (CH 16)
   Homework: MapPoint Project
7. The Service Experience
8. Project Management (CH 15)
   Homework: Project Crashing
9. Service Quality (CH 10)
   Case Discussion - “Southwest Airlines in Baltimore” case (Harvard)
   purchase online at: [www.hbsp.harvard.edu](http://www.hbsp.harvard.edu)
   purchase online at: [www.hbsp.harvard.edu](http://www.hbsp.harvard.edu)

Note, all the homework assignments as well as the two cases that you have to purchase in the schedule are listed above. We will cover additional cases that are in the book.

Special Class Session for Revenue Management
We will have a revenue management simulation exercise. This exercise takes more than the time allowed in a single class period. We will either extend one class period or have the simulation on a Friday. Depending on the option chosen, we will cancel one or two class meetings to compensate for the extra class time.