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| **Course Title** | Service Operations & Quality Management |
| **Course Code** | TMBA - 150 |
| **Course Type** | This course is a Requirement |
| **Level** | Master (2nd Cycle) |
| **Year/Semester** | Year 1, A’ or B’ Semester |
| **Teacher’s Name** | Dr. Dao Truong / Dr Sotiris Kefalas |
| **ECTS** | 6 | **Lectures/weeks** | 3 | **Laboratories/weeks** |  |
| **Course Purpose and Objectives** | This course provides a comprehensive overview of service operations and quality issues with focus on customer satisfaction. Students will review the importance of operational excellence, as a critical success factor and the operational factors that influence industry standards, including deregulation (e.g. transportation, banking, communications, energy, and health care), global competition and rapidly evolving digital technologies. The course addresses the design and management of effective and efficient systems for proper conveyance of services due to the intangible, perishable and high customer contact nature of services. Therefore, students will examine various approaches in achieving operational competitiveness in service- oriented businesses by using different tools to analyse service operations in the hospitality and tourism sector, banking and financial services, health care, transportation, restaurants, hotels and information-based services. The course expands on the strategic analysis and operational decision making, with emphasis on the later. Finally, students will reflect on improving operations and quality strategy, the service delivery system, capacity management, response time (queueing) analysis, yield management, productivity and quality evaluation and management within B2B and/or the B2C contexts. Students are expected to:* Comprehend operations of successful service firms that can be benchmarks for future quality management practice;
* Advance knowledge of the "state of the art" of process management of service firms and the opportunities that digital technology can have on enhancing their competitiveness;
* Understand the organizational significance of managing the service encounter and quality to achieve internal and external customer satisfaction;
* Acknowledge how processes work in service firms and how to analyse processes in terms of process capacity, utilisation and bottleneck; and furthermore, how to manage process variability;
* Appreciate the entrepreneurial opportunities in services quality;
* Enhance critical thinking, problem-solving, decision - making reflection and teamwork skills
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| **Learning Outcomes** | Upon completion of this course students will be able to:1. Describe key characteristics and quality management principles of different types of service operations systems
2. Analyze process flows of a service firm in terms of process capacity, utilization and bottleneck
3. Explain the strategies for managing service capacity and demand, including customer waiting
4. Explain major philosophies behind the design and development of a quality improvement program
5. Design a Walk – through - Audit (WtA) to evaluate the service quality of a firm from the perspective of a customer
6. Interact with team members to achieve group objectives.
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| **Prerequisites** | None | **Required** | Required |
| **Course Content** | 1. The Service Economy / Service Strategy / Quality and Global Competitiveness
2. Strategic Management: Planning and Execution for Competitive Advantage / Quality Management, Ethics, and Corporate Social Responsibility / Partnering and Strategic Alliances / Quality Culture / Employee Empowerment / Leadership and Change / Team Building and Teamwork
3. Designing the Service Enterprise / New Service Development / The Service Encounter / Customer Satisfaction, Retention, and Loyalty
4. Service Quality / The Total Quality Approach to Quality Management: Achieving Organizational Excellence /
5. Supporting Facility and Process Flows / Process Improvement / Data Envelopment Analysis (DEA) / Service Facility Location
6. Managing Service Operations / Service Supply Relationships / Globalization of Services / Managing Capacity and Demand / Managing Waiting Lines / Capacity Planning and Queuing Models / Computer Simulation
7. Quantitative Models for Service Management / Forecasting Demand for Services / Managing Service Inventory and Projects.
8. Problem Solving and Decision Making / Continual Improvement Methods with Six Sigma, Lean, Lean Six Sigma etc.
9. ISO 9000 and Total Quality: The Relationship / Overview of Total Quality Tools / Implementing Total Quality Management
10. Quality Function Deployment / Optimizing and Controlling Processes Through Statistical Process Control / Benchmarking / Just - in-Time / Lean Manufacturing (JIT/Lean)
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| **Teaching Methodology** | Faculty members select one or a combination (according to thematic area and expected learning outcomes) of the following teaching methods in order to achieve the learning outcomes of the course: lectures, workshops, seminars, individual or group case-studies and exercises, debates, demonstrations and discussion, educational visits, digital learning, flip learning method, coaching-mentoring, project-based learning method, work-based learning method, presentations by visitors etc. |
| **Mode of delivery** | Face to face. |
| **Bibliography** | **Required** |
| Bordoloi, S., Fitzsimmons, J., Fitzsimmons, M. (2019). Service Management: Operations, Strategy, Information Technology; 9th Edition; McGraw Hill; ISBN10: 1259784630. Goetsch, L., D. and Davis, S. (2021). Quality Management for Organizational Excellence: Introduction to Total Quality; 9th Edition; Pearson. |
| **Recommended** |
| Parker, W. D. (2018). Service Operations Management, The Total Experience; 2nd Edition; Edward Elgar; ISBN: 978 1 78811 593 3Stevenson, J., W. (2021). Operations Management' 14th Edition; McGraw Hill; ISBN10: 126023889XJohnston, R., and Clark, G. (2004). Service Operations Management; Prentice Hall; ISBN-10: 0273639226 |
| **Assessment** | The following assessment methods are employed to assess this course:

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| 30 – 50 % | Final Exam |
| 20 – 40 % | Mid –Term / Tests / Quizzes |
| 10 – 30 % | Assignments / Projects |
|  0 – 10 % | Class Attendance & Participation |

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| **Language** | English |