



COLLEGE of BUSINESS AND ECONOMICS

SCHOOL OF HOSPITALITY, FOOD
AND TOURISM MANAGEMENT

HTM*3120 Service Operations Management F17 0.5 Credits

PROFESSOR: J.E. (Joe) Barth

OFFICE: MACS 124

OFFICE HOURS: Wednesdays: 9:00 - 11:00 AM, or by appointment

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Pre-requisite: [STAT*2060](#)

MEETING DAY/TIME & LOCATION: Lecture: Mon. & Wed. 10:00AM - 11:20AM
[MCLN](#), Room 107

Course Description:

The analysis of operations in the services sector with the aim of improving productivity of capital, labour and market resources will be covered. Specific areas to be studied include the nature of productivity, the use of work study methods, the significance of statistical concepts and the application of operations research techniques.

Course Objectives:

To understand services and the service economy, productivity, and some techniques used to design service delivery systems, facility layouts, location selection, quality and optimize revenue.

Learning Outcomes:

1. Understand the evolution and progression of the service economy.
2. Understand the theory, development, benefits and limitations of the optimising techniques identified in this outline.

3. Solve a broad selection of service operations problems as identified in this outline optimally using algorithms and numerical techniques.
4. Blueprint, design and re-position service delivery systems.
5. Practice / apply algebra, statistics and logarithmic skills.
6. Be able to communicate intelligently with specialised operations consultants about optimisation methods.

Required Text:

None. All materials necessary to complete the course are posted on CourseLink.

CourseLink: Notes, PowerPoint slides, Excel Templates, and other materials used throughout the course will be on CourseLink.

Evaluation:

Midterm 1:	30%	Wed., Oct. 4,	80 minutes, in class
Midterm 2:	30%	Mon., Oct. 30,	80 minutes, in class
Final Exam:	40%	Tue. Dec. 12,	2:30PM – 4:30PM, Room TBA

*** There is no group work, project or assignments in this course ***

Undergraduate Calendar Dates to Note:

Last Date to Drop:	Friday, Nov. 3, 2017.
Last Class:	Friday, Dec. 1, 2017.

Course Schedule

<u>Week of:</u>	<u>Topic</u>
Sep. 11/13:	Understanding Service Operations Stages of Economic Development Characteristics of the Service Product The Service Package Service Delivery
Sep. 18/20:	Service Strategy and Design Strategic Positioning Service Design Service Blueprinting Work Study Methods

<u>Week of:</u>	<u>Topic</u>
Sep. 25/27:	Facility Design Supporting Facility and Process Flows Process Analysis Product Layout and the Work Allocation Problem Process Layout and the Relative Location Problem
Oct. 2	Finish any remaining items from above
Wed. Oct. 4:	Midterm examination (30%), 80 minutes, in class
Oct. 9	Thanksgiving NO CLASS
Oct. 10	Study Break NO CLASS
Oct. 11:	Facility Location Facility Location Techniques GIS Systems Huff Model of Retail Location
Oct. 16/18:	Delivering Services Clarke-Wright Algorithm Routing Problems
Oct. 23/25	Forecasting Average, Moving Average Exponential Smoothing
Mon. Oct. 30:	Midterm examination (30%), 80 minutes, in class
Nov. 1	Exam Review Introduction to Managing Capacity and Demand
Fri. Nov. 3:	Last Day to Drop
Nov. 6/8	Service Quality Gap Model SERVQUAL QFD Service Recovery
Nov. 13/15:	Managing Capacity and Demand Overbooking and Demand Payoff tables Critical Fractile Technique

<u>Week of:</u>	<u>Topic</u>
Nov. 20/22:	Project Management CPM PERT
Nov. 27/29:	Yield Management The Yield Management Analyst Game
Dec. 1	Optional Review Class
Friday, Dec. 12:	Final Examination 7:00 – 9:00 PM, Room TBA

Midterm and Examination notes:

1. Both midterms and the final exam will be a combination of multiple-choice and short answer questions. Proficiency in the material is demonstrated by both correct answers and completion of the exam within the 80 minutes scheduled.
2. Any student not writing an exam at the pre-arranged time will receive a grade of zero unless they have a valid medical certificate, documented basis for compassionate leave.
3. **Religious Holidays** - Should you need to miss a lab or examination for religious reasons, please advise the instructor at the beginning of the semester so that alternate arrangements can be made.
4. Students are responsible for ensuring that they do not have a time conflict with final exams in other courses.
5. Examinations will consist of multiple choice and short answer questions, primarily covering the work taken since the beginning of the course or the previous examination. Some materials are cumulative in nature, and students are expected to have sufficient knowledge from prior learning to answer questions about current topics.
6. Students will be allowed to use a stand-alone **calculator** and one 8.5 X 11" sheet (both sides) for notes and formulas. The note/formula sheet consists of ink-on-paper only. Formula sheets that have pasted components or post-its, etc. are not allowed. Cell phones must be turned off and put away. Computers must be stowed and put below the desk.

Students who find themselves unable to meet course requirements by the deadline or criteria expected because of medical, psychological or compassionate circumstances beyond their control, should review the regulations on Academic Consideration in the Undergraduate Calendar (http://www.uoguelph.ca/undergrad_calendar/08-ac.shtml).

General Notes:

It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities are encouraged to contact me to discuss their individualized needs for accommodations.

The University, and its employees, have an obligation to accommodate students who may need to miss scheduled class periods or exams due to religious obligations. Individuals who may require special accommodation on the basis of religious observance are requested to notify me in advance of the day or days that you may miss so that alternative arrangements may be made.

Academic Misconduct:

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community – faculty, staff, and students – to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.

Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Graduate Calendar: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>