

**School of Hospitality and Tourism Management
University of Guelph**

COURSE OUTLINE

OPERATIONS Analysis: HTM 3120

Fall 2013

Instructor:

Michael von Massow

302 MACS

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Lecture: Tuesday and Thursday 11:30 am – MACS 209

Office hours: Tuesday and Thursday 1:00 pm – 2:30 pm or by appointment

Course Description:

The course will provide an introduction to some of the concepts and tools applicable to improving the quality and productivity of services operations in the hospitality and tourism industry. Operations management involves the activities related to actually producing and delivering products or services that a customer wants and is willing to pay for. As you will see, producing a good or service includes many complex activities and involves different functions and people. There are a variety of decisions to be made and numerous techniques are available to help make those decisions. The structure and operational strategy form an essential part of delivering on the brand promise to the customer.

To become effective managers, students must be aware of the role that operations Management and analysis plays in their job and in the performance of their organization. This course will introduce the main concepts in operations and supply chain management. It will provide insight into some of the key decisions and techniques used in providing a good or service. It will focus on the key requirement for effective management of both internal and supply chain activities and the effective control of those activities.

Students will also be introduced to basic excel skills as spreadsheets are an essential analytical tool in industry.

Course Objectives

- To introduce important operations decision making tools
- To understand the concepts and challenges associated with managing operations within companies and supply chains
- To gain experience in using decision making tools
- To develop a basic knowledge of excel functions and analytical tools

Required Text: None. All materials necessary to complete the course will be posted in courselink. Additional resources (including the optional resource text) will be available on reserve at the library. All class notes and supplemental material will be posted on courselink.

Optional Resource Text:

Fitzsimmons and Fitzsimmons. “Services Management: Operations, Strategy and Information Technology,” 6th Edition, McGraw Hill (used copies are available but not in the bookstore)

Evaluation:

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|---|-----|
| 3 Assignments (see attached schedule) | 40% |
| Midterm Test (to be announced) | 25% |
| Final Examination (to be announced) | 35% |
| (Examination Content: lecture and assignment material.) | |

There is no group work, projects or assignments in this course. The assignments are to be completed and submitted individually.

You

Deadlines:

All deadlines are firm. Unless documentary evidence is provided, all late work will be given a zero grade.

Review of awarded marks:

You should be aware that, if you request a review of the mark awarded for any element of the evaluation, the review could result in your mark being revised either upwards or downwards.

Academic integrity:

Students are reminded of the University of Guelph’s policy regarding academic misconduct, which is available at:

http://www.uoguelph.ca/undergrad_calendar/c08/c08-amisconduct.shtml.

In keeping with University policy, suspected cases of academic misconduct will be forwarded to the Department Chair.

Tentative Course Schedule

The tentative course dates and topics shown below are a guideline. **The actual timing may vary.** The chapter readings will be supplemented with additional readings from other sources. An outline of each week’s topics will be made available through courselink on the Monday preceding each class

| Class | Topics | Assignments |
|-----------------------|--|-----------------------------|
| Sept 10 th | Introduction to Op'ns Mgmt Characteristics of Service | |
| Sept 17 th | Intro to Excel Service Strategy and Design Strategic Positioning | |
| Sept 24 th | Facility Location and Layout | |
| Oct 1 st | Managing People Flows - Queuing Problems No class Oct 3 rd | |
| Oct 8 th | Managing Capacity and Demand | |
| Oct 15 th | Service Quality | Assignment 1 |
| Oct 22 nd | Excel Session 2 | |
| Oct 29 th | In class midterm examination | |
| Nov 5 th | Project Management | |
| Nov 12 th | Yield/Revenue Management | |
| Nov 19 th | Excel Session 3 | Assignment 2 |
| Nov 26 th | Review Class for final | Excel Assignment Due |