



HTM 3120 Service Operations Analysis W15

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General Course Information

Instructor: Mike von Massow
Email mvonmass@uoguelph.ca
Office Location 303 MACS
Office Hours Tues/Thurs 11:30-1:00 and by appt.
Department/School HFTM

Class Schedule: Tues/Thurs 10:00 am – 11:20 MACS 121

Pre-requisites: ECON 2740 or STAT 2060

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 Learning Outcomes

Knowledge and Understanding:

1. *Demonstrate a knowledge of important decision making tools*
 - a. *Layout and location*
 - b. *People flows*
 - c. *Managing capacity and demand*
 - d. *Project management*

- e. *Yield and revenue Management*
- 2. *Demonstrate an understanding of the challenges associated with managing service operations.*
- 3. *Demonstrate an understanding of the interpretation and application of analytical results in a management context*

Discipline/Professional and Transferable Skills:

- 4. *Demonstrate an ability to apply basic excel functions and analytical tools*

Indicative Content

The tentative course dates and topics shown below are a guideline. **The actual timing may vary.**

Week of:	Topics
Jan 6	Introduction to Operations Management Characteristics of Service
Jan 13	Introduction to Excel Service Strategy and Design Strategic Positioning
Jan 20	Facility Location and Layout
Jan 27	Managing People Flows
Feb 3	Guest lecture Managing Capacity and Demand
Feb 10	Service Quality
Feb 17	Mid-semester break – no classes
Feb 24	Midterm review class Midterm Feb 26 in class
March 3	Excel session 2 Project Management 1
March 10	Project Management 2 Executive in Residence Visit
March 17	Yield/Revenue Management
March 24	Excel Session 3
March 31	Catch up lecture material Final Exam Review

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assignment 1:	13%	<i>Individual insight assignment</i>	1,2,3	<i>Feb 12 in class</i>
Assignment 2:	13%	Individual insight assignment	1,2,3	<i>March 26 in class</i>
Midterm exam:	25%	In class examination – short answer	1,2,3,	<i>Feb 26 in class</i>
Excel Assignment:	14%	Excel spreadsheet based assignment	1,2,3,4	<i>April 2 in class</i>
Final Exam	35%	Final examination – short answer	1,2,3	<i>April 9, 7 pm, room TBA</i>
Total	100%			

Teaching and Learning Practices

Lectures Lectures will be based on Powerpoint slides which summarize the key content. Additional insight and context will be presented in class by the instructor. Attendance is recommended. Any additional quantitative examples presented in class will be scanned and posted on the course website.

Course Resources

Recommended Texts:

There is no required text. The detailed material will be available in the course notes with additional material presented during lecture. Students requiring additional resources or wishing to have a more detailed introduction will be able to reference specific sections of textbooks (varying by topic) all of which will be available from the instructor or on reserve at the library/

Other Resources:

All of the material presented in class will be posted on the course website.

Course Policies

Grading Policies

Assignments are due by the beginning of class. Assignments 1 and 2 can be submitted in class in hard copy or on the course website. The Excel assignment will be submitted electronically on the course website.

Late assignments will not be accepted unless specific arrangements are made in advance with the instructor.

Course Policy on Group Work:

Due to the nature of the course material, all of the assignments are individual assignments. There is no group work.

Course Policy regarding use of electronic devices and recording of lectures

Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for

Academic Consideration: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

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 Undergraduate Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08...>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the website: <http://www.csd.uoguelph.ca/csd/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

Drop date

The last date to drop one-semester courses, without academic penalty, is March 6, 2015. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08>