

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	LGT4113
Subject Title	Service Operations Management
Credit Value	3
Level	4
Normal Duration	1-semester
Pre-requisite	LGT2106 Principles of Operations Management
Role and Purposes	The subject is designed to help students establish a better understanding of the essentials and characteristics of operations management in the service context (Outcome 3). Through in-depth discussions of the theories and concepts, the course aims to provide a more detailed and practice-oriented treatment of the concepts, techniques and tools for improving service operations and delivery (Outcome 8).
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>Have a detailed grasp of the key issues and challenges facing operations managers in the service industry.</p> <ol style="list-style-type: none"> a. Make sound judgments and recommendations on key approaches for improving customer relationship, service delivery and operational performance. b. Cultivate creative and critical thinking by in-depth studies of the concepts, strategies, tools, and techniques in service operations.
Subject Synopsis/ Indicative Syllabus	<p>The Service Concept The nature of service. Managing experience and outcome. Understanding different service processes. The Service concept as a strategic tool.</p> <p>Customers and Supplier Relationships Customer relationship Management. Customer retention: partnerships and alliances. Customer expectations and satisfaction. Managing supply relationships.</p> <p>Service Delivery Understanding service processes: tasks and attributes. Repositioning and engineering service processes. Service capacity. Psychological aspects of service delivery. Structure: networks, technology and information for service operations.</p>

	<p>Performance Measurement in Service Operations</p> <p>Service performance measurement. Linking operations decisions to business performance. Driving operational improvement. Service Profit Chain.</p> <p>Managing strategic change</p> <p>Service strategy and culture. Turning performance objectives into operations priorities. Operational complexity and consequences.</p>																																							
<p>Teaching/Learning Methodology</p>	<p>As this is a Level 4 programme, the course is designed in a highly interactive seminar style requiring students to take an active part in class discussions and presentations. All lectures (based on theory, concepts and empirical findings) will form the basis for further discussion, case study, role play and presentations from students. Students are also required to observe the recent development in both the theory and practice in this area.</p>																																							
<p>Assessment Methods in Alignment with Intended Learning Outcomes</p>	<table border="1" data-bbox="527 787 1469 1171"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th></th> <th></th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>1. Continuous Assessment</td> <td>50%</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>2. Examination</td> <td>50%</td> <td>✓</td> <td>✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="6"></td> </tr> </tbody> </table> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Various methods, class assignments, tests within the Continuous Assessment and Examination are designed to ensure that all students taking this subject will be able to achieve the learning outcomes.</p> <p><i>To pass this subject, students are required to obtain Grade D or above in BOTH the Continuous Assessment and Exam components.</i></p>		Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b					1. Continuous Assessment	50%	✓	✓					2. Examination	50%	✓	✓					Total	100 %						
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**Reading List and
References**

Recommended Textbook

Hope, C. (latest edition), *Service Operations Management: Strategy, Design, and Delivery*, Prentice Hall.

References

Fitzsimons, J.A. (latest edition), *Service Management: Operations, Strategy, and Information Technology*, McGraw-Hill/Irwin.

Johnston, R. and Clark, G. (latest edition), *Service Operations Management*, Prentice Hall.

Schmenner, R.W. (latest edition), *Service Operations Management*, Prentice Hall.

Swartz, T.A. and Laconbucci, D. (latest edition), *Handbook of Service Marketing & Management*, Sage Publications.