1. This mission of the College is to serve business and society in the global economy through developing quality and socially responsible professionals and business leaders.

2. The strategic objective of Department of Industrial and Information Management is to cultivate industrial and information management professionals who possess TIP (Technological knowledge, Innovative foundation, and Perceptive learning).

**Undergraduate Program Learning Goals** (goals covered by this course are indicated):

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<tr>
<td>✓ 1</td>
<td>Undergraduate students should be able to communicate effectively verbally and in writing.</td>
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<td>✓ 2</td>
<td>Undergraduate students should solve strategic problems with a creative and innovative approach.</td>
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<td>3</td>
<td>Undergraduate students should demonstrate leadership skills and ethics demanded of a person in authority.</td>
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<td>✓ 4</td>
<td>Undergraduate students should possess a global economic and management perspective.</td>
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<td>5</td>
<td>Undergraduate students should possess the necessary skills and values demanded of a true professional.</td>
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Instructor: Yu-Ching Chang

Office: IIM 61329  Office hours: Open-door policy or by appointment
Tel: 06-2757575#53132  E-mail: ycchang@mail.ncku.edu.tw

Prerequisites: Statistics I & II
Recommended: Production and Operations Management

Lecture hours: Wednesday 10:10-12:00, Friday 9:10-10:00
Location: 61101

Course website: http://myweb.ncku.edu.tw/~ycchang/SM/

**Course Description:**

This class focuses on operations management for service firms. It also emphasizes marketing, strategy, and information technology that are essential to bring good services to satisfied customers. The first part of lectures is to understand services. The second part of lectures is about quantitative methods to manage services, including forecasting demands, capacity planning, inventory management, service facility planning, queuing models, etc. During the third week of class, students are expected to form their teams for the following case study assignments and the group project.

Grading Policy:
- Case write-up assignments: 20%
- Final exam: 30%
- Group project: 30%
- Class participation: 20%

Grading Policy for AACSB Multiple Assessment:

<table>
<thead>
<tr>
<th>Area</th>
<th>Assignments 20%</th>
<th>Final 30%</th>
<th>Project 30%</th>
<th>Participation 20%</th>
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<tr>
<td>COMMU</td>
<td>☑ Oral Comm./Presentation</td>
<td>10%</td>
<td>20%</td>
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<td>☑ Written Communication</td>
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<td>CPSI</td>
<td>☑ Creativity and Innovation</td>
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<td>☑ Problem Solving</td>
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<td>☑ Analytical Skills</td>
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<td>LEAD</td>
<td>☑ Leadership &amp; Ethic</td>
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<td></td>
<td>☐ Social responsibility</td>
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<td>GLOB</td>
<td>☑ Global Awareness</td>
<td>20%</td>
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<td>VSP</td>
<td>☑ Values, Skills &amp; Profess.</td>
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<td></td>
<td>☑ Information Technology</td>
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<td>☑ Management Skills</td>
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Case write-up assignments:
There will be 2 case write-up assignments, which are based on case studies in the text book. The written reports are expected to be business grade (i.e. be of the same quality that you would provide to the management of the business). Your reports should be no more than 5 pages, including exhibits. Remember to be concise, coherent, and persuasive, just imaging a high rank CEO would expect. Each team has to present at least one case. The detail depends on the size of the class and will be announced later.

Final exam:
The final exam is similar to your case write-up assignments, but much smaller due to time constraint. The exam is closed book, but you are allowed to prepare an A4 sheet, on which you can write anything you think might be useful. The A4 sheet must be handwritten with your name signed on it. Your A4 sheet has to be stapled to your answer sheets after the exam and to be turned in altogether.

Group project:
The group project involves the selection of a service in which you prepare an audit questionnaire used by management to evaluate the service from the perspective of a customer. During Week 10, a project proposal with your study problem and designed questionnaire should be turn in. (Definition of the problem and the questionnaire combined should no more than 2 pages.)
The steps for carrying out the project are:

1. Select service firm and get permission of management
2. Prepare a first draft of the audit questionnaire
3. Conduct audit (survey customers and managers)
4. Analysis of perception gaps between customers and managers
5. Prepare recommendations and present to management

Students are required to present their projects during the last week of classes. Presentations should last at least 12 minutes and no longer than 15 minutes. The grade of the group project is based on your presentation (50%) and written report (50%). A copy of the audit questionnaire, statistical analysis of the responses, and analysis of the gaps between management’s perceptions and customer responses is expected in the report. The maximum page of your report is 12.

**Tentative Course Schedule:**

W1: Introduction to Service Science and Service Management
W2: The role of services in an economy, The nature of service
W3: Service strategy
W4: New service development
W5: Technology in service, Service Quality (Team-up)
W6: Supporting facility and process flows
W7: Process improvement (Case 1)
W8: The service encounter
W9: Service facility location
W10: Management capacity and demand
W11: Managing waiting lines (Proposal)
W12: Capacity planning and queueing model
W13: Forecasting demand for services
W14: Managing service inventory (Case 2)
W15: Service supply relationship
W16: Globalization of service
W17: Final exam
W18: Group project presentations