

**HTMT 352-001 Spring 2008 Class Syllabus
Service Operations Management**

Instructor: Robert (Bob) Frash, Ph.D.

Email: Use WebCT course email *Replies attempted within 24 hours*

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Office: BCTR 326

Office Hours: MWF 1-3PM (or by appointment)

Schedule of Activities: Refer to the Course Calendar

Class Location: BCTR 218

Class Meeting Days/Time: MWF 9:00am – 9:50am

Course Prerequisites: HTMT 210; & Junior Status

Required Reading:

- Required readings are posted on WebCT.

Course Description

This course is designed to explore, challenge and refine the principals of guest-services management in hospitality and tourism (H&T) -- be it a hotel, restaurant, attraction, airline, special event, etc. The course is built upon our understanding that service excellence is achieved through technology, design, systems and staff. By the end of this course, you should have an understanding and appreciation for: (1) global information and distribution systems; (2) facility designs and layouts; (3) planning and analyzing service delivery systems (4) defining and measuring service quality; (5) service recovery; (6) strategies for managing demand (i.e., queue psychology, yield management, etc.) and supply (i.e., employee scheduling, cross training, etc.); (7) interpersonal communications tools (i.e., employee motivation, empowerment); and (8) making continual improvements a competitive strategy.

Learning objectives:

Upon successful completion of this course, the learner will:

- Describe the role of H&T services in today's economy
- Identify the nature of services
- Map service strategies
- Adapt current technologies to service operations
- Manage the service encounter
- Define service quality
- Design facilities that innately support service operations
- Manage supply and demand in service operations
- Design and manage queues
- Demonstrate project management techniques
- Improve productivity and quality in service operations

Grading:

<i>Course Component</i>	<i>Adjustments</i>	<i>Points Available</i>
Case Studies (6 @ 20) [Team Activity]	Lowest score dropped	100
Service Application Paper (SAP) [Team Activity]		100
Readings Quizzes (11 @ 15)	Lowest score dropped	150
Midterm Exam (2 @ 200)		400
Service Profit Chain Analysis Project [Team Activity]		225
Team Leadership Grade – Based on team contract		25
Total Points		1000

Course components and the points assigned them may be changed, added or dropped, at instructor's discretion, should it be warranted. Students will be notified through WebCT, should changes occur.

Grading Scale:

B+ = 88-90.9 %	A = 94-100%	A- = 91-93.9%
C+ = 78-80.9 %	B = 84-87.9%	B- = 81-83.9%
D+ = 68-70.9%	C = 74-77.9%	C- = 71-73.9%
	D = 64-67.9%	D- = 61-63.9%
	F = < 60.9%	

Factors in Grading:

- Class participation, attitude, teamwork and demeanor will be noted by the instructor and used to swing grades up or down
- All course work submitted must be:
 - o word processed in MS Word and
 - o double spaced with topic headers
 - o grammatically correct
 - o consistent with the Publication Manual of the American Psychological Association (APA) 5th ed. Standards.
- All course work must be submitted on-time. Coursework submitted late will cause a reduction in grade at the discretion of instructor relative to the degree and nature of the tardiness (*In the case of an email submission, the time and date of reception will act as the official submission instance.*)
- Professional demeanor is mandated at all times

Attendance:

Attendance is important! Due to the team nature of much of the course activities, the student is required to be in class to participate with her or his team members. Research indicates that class discussion fosters enhanced learning for all class members and builds a more robust cognitive schema (Gagne, 1985; & Hamblin, 1974). Therefore:

- *Anyone missing more than 5 class periods may be deemed ineligible for a grade of "A."*
- *Anyone missing more than 7 class periods may be deemed ineligible for a grade of "B" or better."*
- *Anyone missing more than 9 class periods may be deemed ineligible for a grade of "C" or better."*
- *Anyone missing more than 11 class periods may be deemed ineligible for a grade of "D" or better."*

Attendance can only be excused with a documented medical or other serious and legitimate excuse.

Team Assignments:

H&T organizations often ask the academy to prepare students for the increased team emphasis found in today's workplace. Moreover, team-based learning has been shown to promote enhanced academic achievement. Team assignments represent roughly 30% of the course grade. Teams of 3-4 students will be formed by the instructor to complete the following:

Case Studies:

Case study readings will be made available on WebCT. Each student will read the case and prepare a typed, one to two page, ordered response (200-300 words) to the associated questions. These individual responses will facilitate an in-class team analysis of the case. After a class discussion of the case, the team will select one of the team member's submissions, which will be graded for the team grade. However, all individual student response papers must be submitted. Those students without a submission will receive zero points for the case study. Due dates for case studies will be announced in class.

Hospitality and Tourism (H&T) Service Application Paper/Presentation:

Each team will select one service topic and analyze its application in an H&T organization. Topics will mirror course materials. Analysis of the service application will lead to a 4-5 page paper presented in class. Paper and presentation guidelines are available on WebCT.

Hospitality and Tourism (H&T) Service Profit Chain (SPC) Analysis Project

In order that the student may fully conceptualize the service profit chain, the teams will evaluate an H&T service operation across all SPC links. Team members will then implement the evaluation, and report back on its results and effectiveness. Guidelines are available on WebCT.

All assignments submitted for the team must have the team's name and the participating team members' names. Only team members that attend class and/or team meetings and participate in team activities should be listed on the assignment submissions. Team members will earn the pooled team grade for all team-based assignments. Additionally, a leadership grade will be given separately to each team member for their delegated section.

To eliminate social loafing, free riding or any other individual withholding of effort, a team member can be fired from the team by his or her teammates. Should the other teammates provide a preponderance of evidence indicating that the student in question did not offer a significant contribution to the team effort, the student in question can be fired from the team through instructor arbitration. In such a case, the "fired student" would have to submit an independent assignment on her or his own to receive a grade. However, the "fired student's" subsequent independent assignment grade would be penalized by 10%.

Readings Quizzes

To address the robust literature pool in service operations, students are required to stay current with the course readings as the semester unfolds. Short, five question, pop-quizzes will be given randomly at the beginning of class periods covering the assigned readings (see course calendar for readings due dates). The quizzes will be in a multiple choice or short answer format. Questions will cover the major overarching issues from the readings and serve to introduce the day's lecture topic. Feedback will be instantaneous, as quizzes will be graded by a fellow student in class immediately after the quiz's completion.

Exams:

There will be 2 midterm exams, which will cover all course materials, class lectures, anything discussed in class and all course activities. Therefore, *coming to class is essential to doing well on the exams*. Students that thoroughly read the assigned materials, regularly attend class, and actively engage during class periods should pass the exam. Exam dates are posted on the course calendar. NOTE: The SPC project will be used to judge overall course comprehension. SPC projects will be presented during the scheduled final exam period.

WebCT:

The class will utilize WebCT Campus Edition 4.1: An integrated web-based learning management system integrated with College of Charleston's campus SIS infrastructure. Every student officially registered for this class is added to WebCT automatically. The student will log onto WebCT at, <https://webct.cofc.edu/webct/public/home.pl>, click on the "Log in to myWebCT" link, and then input their Cougar Trail ID and PIN to enter. Once logged on, if properly registered, the student will see a link to the HTMT-352-001/002 class website.

WebCT includes:

- The course calendar
The course calendar will be changed periodically throughout the semester to accommodate class dynamics.
The student is responsible for checking WebCT for updates.
- The course syllabus
- Assignment guidelines
- Student grades
- Lecture PowerPoint outlines and notes
- Miscellaneous materials

Instructor's Note:

I consider teaching, working, and learning with scholars such as you, an honor and a privilege. Notwithstanding our various levels of experience, each of us brings a valid contribution to the class. Though I hope to be a worthy resource for each of you, I view my principle function as a facilitator of your diverse contributions.

Honor Code and Academic Integrity

Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each instance is examined to determine the degree of deception involved.

Incidents where the professor believes the student's actions are clearly related more to ignorance, miscommunication, or uncertainty, can be addressed by consultation with the student. We will craft a written resolution designed to help prevent the student from repeating the error in the future. The resolution, submitted by form and signed by both the professor and the student, is forwarded to the Dean of Students and remains on file.

Cases of suspected academic dishonesty will be reported directly to the Dean of Students. A student found responsible for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student's transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

It is important for students to remember that unauthorized collaboration--working together without permission-- is a form of cheating. Unless a professor specifies that students can work together on an assignment and/or test, no collaboration is permitted. Other forms of cheating include possessing or using an unauthorized study aid (such as a PDA), copying from another's exam, fabricating data, and giving unauthorized assistance.

Remember, research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the professor.

Students can find a complete version of the Honor Code and all related processes in the *Student Handbook* at http://www.cofc.edu/studentaffairs/general_info/studenthandbook.html.

Disabilities Statement

If there is a student in this class who has a documented disability and has been approved to receive accommodations through SNAP Services, please feel free to come and discuss this with me during my office hours.