

SOMA/SMIG is a network of faculty, students, and practitioners with interest in Services Management.

Teaching Syllabus List

(As of 9/30/102. Submissions are usually posted a few days after they are checked.)

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- **Service Management.** (submitted by Professor Robert Johnston at Warwick Business School, UK) *Service Management. (submitted by Robert Johnston at Warwick Business School) The aim of this course is to improve participants' understanding of the effective management of service organizations in order to help them understand how to improve the performance of, and enhance the service provided by, their own and other organizations. (Text Johnston and Clark, Service Operations Management, Prentice Hall, 2001) . URL: <http://users.wbs.warwick.ac.uk/om/sm>.*
- **Operations Management of Services.** (submitted by Ken Klassen at California State University, Northridge) *Introductory operations management course focusing on services. Includes quantitative assignments and a group project where students research and apply concepts to a real company. URL: <http://www.csun.edu/~kk44706/306S/msci306s.html>.*
- **Services Management.** (submitted by James A. Fitzsimmons at University of Texas at Austin) *This case course explores the dimensions of successful service firms. It prepares students for enlightened management and suggests creative entrepreneurial opportunities. Outstanding service organizations are managed differently than their "merely good" competitors. Actions are based on totally different assumptions about the way success is achieved. The results show not only in terms of conventional measures of performance but also in the enthusiasm of the employees and quality of customer satisfaction. Beginning with the service encounter, service managers must blend marketing, technology, people, and information to achieve a distinctive competitive advantage. URL: <http://sampson.byu.edu/soma/teaching/syllabi/S00FitzsimmonsService%20Management.htm>.*
- **New Service Development.** (submitted by James A. Fitzsimmons at University of Texas at Austin) *This is a project course for students interested in exploring innovative approaches to the development of new services (e.g. entrepreneurial services, extensions to existing services, services based on new technology, Internet services, and non-profit services). The course will address topics such as: process of service innovation, technology driven services, services derived from products, service prototyping, location and site planning, design of front and back office operations, service fail-safeing and recovery planning, creation of a service climate and culture, electronic delivery of service, service branding, recruitment and training for the service encounter, customer selection, managing customer expectations and creating a sustained competitive advantage. URL: <http://sampson.byu.edu/soma/teaching/syllabi/F99FitzsimmonsNewService.htm>.*
- **Managing Service Operations.** (submitted by P.,r •hlstr"m at Stockholm School of Economics) *The course is given at the last term of our undergraduate program. It is intended to cover the basics of service operations management, using a variety of instructional methods. URL: <http://www.hhs.se/sect/courses/906/>.*
- **Services Management.** (submitted by Scott Sampson at Brigham Young University) *Course taught in 1998. Uses his workbook: "Understanding Service Businesses: Applying Principles of the Unified Services Theory." (see <http://sampson.byu.edu/workbook/info/>) URL: <http://sampson.byu.edu/smcourse/info/>. (Source: Service Management (2nd edition) by Fitzsimmons.)*
- **Services Management.** (submitted by Scott Sampson at Brigham Young University) *Course taught at both undergraduate and MBA level. URL: <http://sampson.byu.edu/smcourse/info>.*
- **Service America.** (submitted by Seetharama L. Narasimhan at University of Rhode Island) *This*

interdisciplinary honors course focuses on the new American workplace. The nature of the workplace impacts very aspect of life: jobs, family income, buying habits, communications, economy, technology, employee training and workplace management. The distinctive characteristics and unique problems associated with the service industry are examined. The course will concentrate in healthcare, transportation, retail, financial, consulting services and information technology areas URL: <http://www.cba.uri.edu/Faculty/narasimhan/honors.htm>.

- **Service Operations Management (MBA level).** (submitted by Paulo Cesar at Universidade Federal do Rio de Janeiro, Brazil) *Topics covered are as follows: Role of service industry in economy and its evolution, Service characteristics, Taxonomy of services, Design of services: strategic aspects: generic strategy: cost leadership/differentiation - marketing aspects: target and positioning - quality aspects: quality dimensions, - service package - service cycle - performance targets:~t~Benchmarking and QFD - main operational decisions: production process, location, layout, human resource management.*
- **Service Operations Management.** (submitted by Tom Grossman at University of Calgary) *We will look at the operations in an organisation and consider decisions such as strategic options, service design, quality management, demand and yield management, technology selection and logistics. In particular, we shall illustrate good practices through lectures, in-class discussions, case studies, videos, outside speakers and student presentations. (The hyperlink page links to Tom's syllabus in Acrobat format, as well as the syllabi of three other instructors.)* URL: <http://soma.byu.edu/soma/teaching/syllabi/Grossman97.htm>. (Source: Murdick, Render, and Russle.)
- **Service Operations Management.** (submitted by various instructors at various institutions) *The hyperlink page links to four SOM syllabi in Acrobat format.* URL: <http://opim.wharton.upenn.edu/~harker/SOMsession.html>.
- **Service Operations Management.** (submitted by James A. Fitzsimmons at The University of Texas at Austin) *Jim's web page has links to his undergraduate (MAN 335 - Service Operations Management) and graduate (MAN 386 - Services Management) course syllabi.* URL: <http://www.bus.utexas.edu/~fitzj/>. (Source: *Service Management* (2nd edition) by Fitzsimmons.)
- **Management of Services.** (submitted by John Haywood-Farmer at University of Western Ontario) *This course seeks to improve our understanding of the nature of organizations that produce services in addition to, and instead of, goods. It explores some of the operating and other management issues, problems, and decisions found in such organizations. The course takes a general management viewpoint with a bias towards operations, marketing, and human resource management. It establishes a framework for the evaluation of existing and new service concepts and examines similarities and differences between management in the service and manufacturing sectors. It exposes us to important service concepts and practices and makes us aware of problems, issues, and opportunities in the service sector.* URL: <http://soma.byu.edu/soma/teaching/syllabi/HaywoodFarmer.htm>. (Source: Haywood-Farmer and Nollet's *Services Plus: Effective Service Management*.)
- **Service Operations Management.** (submitted by Armann Ingolfsson at University of Alberta) *This course introduces tools that managers can use to increase profits from operating decisions in service businesses and other service organizations. These decisions range from strategic (where to locate, what to sell) to tactical (how to schedule employees for the coming week). The course will emphasize realistic business projects and the use of easily available software tools. Examples of topics are models to describe and reduce congestion, workforce scheduling heuristics, and selected marketing models.* URL: <http://courses.bus.ualberta.ca/mgtsc426/>.
- **Managing for Service Excellence.** (submitted by Sherri Kimes at Hotel School, Cornell) *This course focuses on developing a clear understanding of service excellence from multiple perspectives. Assisted by a faculty team from management, marketing, and operations, students will define, diagnose, design, measure, control, and change service excellence. A variety of different activities and approaches will be employed, but an overriding emphasis will be placed on critical decision making and strategic thinking.* URL: <http://soma.byu.edu/soma/teaching/syllabi/Kimes.htm>.
- **Service Operations Management.** (submitted by Bonnie Canziani at San Jose State University) *This course will examine methods to provide quality products and services to your customers through integrating the operations, human resources, and marketing functions in service businesses.* URL: <http://www.cob.sjsu.edu/dept/org&mgt/Fall96/147-01.htm>. (Source: *Services Marketing* by Christopher Lovelock, 3rd. ed.)

- **Service Management.** (submitted by Robert Johnston at Warwick Business School) *The aim of this course is to improve participants' understanding of the effective management of service organizations (organizations that produce predominantly services rather than goods) in order to help them understand how to improve the performance of, and enhance the service provided by, their own and other organizations.* URL: <http://www.wbs.warwick.ac.uk/omgroup/SM>. (Source: Lovelock's *Managing Services, marketing, operations and human resources*, Prentice Hall, 2nd edition.)
- **MBA Service course.** (submitted by Ishpal Rekhi at California State University, San Marcos) URL: <http://www.csusm.edu/CBA/faculty/rekhi/teach.htm>. (Source: *Service Breakthroughs* by Heskett, Sasser, and Hart.)
- **Management of Service Operations.** (submitted by Sal Agnihotri at Binghamton University) *Objectives of this course are(1) to learn the principles which guide the design and operation of service delivery systems,(2) to study applications of these principles to many service firms,(3)to develop problem solving skills through cases and problem sets.* URL: <http://soma.byu.edu/soma/teaching/syllabi/Sal.htm>. (Source: *Service Management for Competitive Advantage* by Fitzsimmons and *Service Breakthroughs: Changing the Rules of the Game* by Heskett, Sasser, and Hart..)
- **Practices in Service Operations Management.** (submitted by Xiande Zhao at City University of Hong Kong) *Part of their new [undergraduate program in Service Operations Management](#).* URL: <http://soma.byu.edu/soma/teaching/syllabi/MS3303.htm>. (Source: Colley's *Case Studies in Service Operations*.)
- **Productivity Management.** (submitted by Xiande Zhao at City University of Hong Kong) *Part of their new [undergraduate program in Service Operations Management](#).* URL: <http://soma.byu.edu/soma/teaching/syllabi/MS3302.htm>.
- **Service Operations Management I: Design of Service Delivery Systems.** (submitted by Xiande Zhao at City University of Hong Kong) *Part of their new [undergraduate program in Service Operations Management](#).* URL: <http://soma.byu.edu/soma/teaching/syllabi/MS2301.htm>. (Source: (see syllabus).)
- **Service Operations Management II: Managing Service Operations.** (submitted by Xiande Zhao at City University of Hong Kong) *Part of their new [undergraduate program in Service Operations Management](#).* URL: <http://soma.byu.edu/soma/teaching/syllabi/MS2302.htm>. (Source: (see syllabus).)
- **Service Quality Management.** (submitted by Xiande Zhao at City University of Hong Kong) *Part of their new [undergraduate program in Service Operations Management](#).* URL: <http://soma.byu.edu/soma/teaching/syllabi/MS3301.htm>. (Source: Amitava Mitra's *Fundamentals of Quality Control and Improvement*.)
- **Service Operations.** (submitted by Roger W. Schmenner at Indiana University) *This course is devoted to the particular problems of designing and delivering services, as opposed to manufactured goods. The objective is to provide you with the analytical tools to examine the unique features of service organizations.* URL: <http://ashem.bus.indiana.edu/odt/p510.html>.
- **Service Management.** (submitted by Fred VanBennekomp at Northeastern University) *Services marketing oriented course* URL: <http://www.cba.neu.edu/web/fvanbenn/MKT1515/MKT1515.htm>.
- **Service Operations Management: Honors.** (submitted by James A. Fitzsimmons at The University of Texas at Austin) *Undergraduate honors course. The intent of the course is to provide students with the concepts and tools necessary to effectively manage a service operation. The strategic focus should also provide entrepreneurial inclined students with the foundation to open their own service business. The topics are organized around six modules: (1) Services and the Economy, (2) The Service Concept and Competitive Strategy, (3) Structuring the Service Enterprise, (4) Managing Service Operations, (5) Service Resource Management, and (6) Toward World-Class Service.* URL: <http://soma.byu.edu/soma/teaching/syllabi/Fitz96MAN335.htm>.
- **Managing Service Operations.** (submitted by Rohit Verma at DePaul) *This MBA level course focuses on issues related to design of service products and service delivery systems. The course uses a variety of instructional methods (cases, guest speakers, plant tours, and a graphical service simulation package for design and analysis of operating configurations)* URL: <http://www.depaul.edu/~rverma/mgt545.html>.
- **Management of Service Operations.** (submitted by Jim Freeland at Darden Graduate School of

Business, University of Virginia) *The strategic and tactical problems of managing the operations function in a services environment are examined. The course concentrates on the special characteristics of businesses which provide a service in contrast to manufacturing a product. Topics include the dimensions of successful service businesses, the economics of customer loyalty, the alignment between target market segments, service concept, and operating systems to maximize value, service quality, service recovery, and the design and implementation of service delivery systems.* URL: <http://www.darden.virginia.edu/faculty/freelandj/mso.htm>.

- **Service Operations Management.** (submitted by Michael J. Showalter at Florida State University) *This course will study many of the traditional operations management topics from a services perspective. Because of the nature of service operations management, there will be a blend of both quantitative and qualitative material presented throughout the course.* URL: <http://soma.byu.edu/soma/teaching/syllabi/Showalter97.htm>.
- **Service Operations Management.** (submitted by Jacob Simons at Air Force Institute of Technology) *This is a course he taught in 1993. The syllabus will be updated in the next year or so, as Jacob joins the faculty of Georgia Southern University.* URL: <http://soma.byu.edu/soma/teaching/syllabi/Simons93.htm>.
- **Service Management and Strategy.** (submitted by Chris Voss at London Business School) *Course topics include: Competing through service, Leveraging Service Employees / The value of a customer, Leveraging Resources, Service Design, Outsourcing, Professional Services, Redesigning the Service, Integrating Strategy and Service. This course includes on-line cases.* URL: <http://www.lbs.ac.uk/om/service1.htm>.
- **(Service Emphasis for Graduate Business Students).** (submitted by Rich Metters at Vanderbilt University) *Vanderbilt University has a Services Emphasis that spans marketing, ops and human resources. ("syllabus" is emphasis requirements...)* URL: <http://soma.byu.edu/soma/teaching/syllabi/Vanderbilt.htm>.
- **Service Operations.** (submitted by Rich Metters at Vanderbilt University) *A half case/half lecture, half qualitative/half quantitative service ops course with some unusual topics such as scoring systems and data envelopment analysis.* URL: <http://soma.byu.edu/soma/teaching/syllabi/MettersSM96.htm>.
- **Service Operations (graduate-level course).** (submitted by Jay Rao at Babson College) *Case-based course with many good readings.* URL: <http://faculty.babson.edu/jayrao/ops7530.htm>.
- **Operations Management.** (submitted by Jay Rao at Babson College) *Undergraduate course which directly addresses services.* URL: <HTTP://faculty.babson.edu/jayrao/ops3000.htm>.
- **Management of Service Operations.** (submitted by Richard B. Chase at University of Southern California) URL: <http://soma.byu.edu/soma/teaching/syllabi/chase.htm>.
- **Service Operations Management.** (submitted by Renato de Matta at University of Iowa) *This course emphasizes issues which represent great challenges for managers of service operations in the "pure" service sector (legal, banking, travel and tourism, health care, etc.) and within the service functions of manufacturing (after sales support, training, financing, etc.). The following topics are explored in this course: service strategy, design of services and delivery process, service quality and global management of service operations.* URL: <http://soma.byu.edu/soma/teaching/syllabi/dematta.htm>.
- **P510 Service Operations.** (submitted by James D. Blocher at Indiana University School of Business) *This course is devoted to the particular problems faced by service firms. Class discussions will focus on business case studies and current readings in the field. The case studies will be drawn from a variety of service industries and will touch on numerous operations problems/issues and how those problems/issues are related to the firm's other functional perspectives.* [Click here for objectives and topics.](http://www.pom.edu/p510/) URL: <http://www.pom.edu/p510/>.
- **Service Management.** (submitted by Cash and Rayport at Harvard Business School) URL: <http://www.hbs.edu/units/sm/smma.html>.
- **Management of Service Operations.** (submitted by Elliott N. Weiss at The Darden Graduate School of Business Administration, University of Virginia) *Management of Service Operations examines the strategic and tactical problems of managing the operations function in the service environment. Students will consider issues such as the impact of product definition and target market on the operations function, the development of operating strategy, and the design and implementation of service delivery systems.* URL: http://www.darden.virginia.edu/faculty/fac_hps/weisse/service_.htm.
- **Service Operations Management.** (submitted by Fred Easton at Syracuse University) *a web page that links to Fred's OPM 462 and OPM 868 syllabi* URL: <http://sominfo.syr.edu/facstaff/feaston/>.

- **Service Operations Management.** (submitted by Karen Napoleon at the University of Georgia) *URL:* http://soma.byu.edu/soma/teaching/syllabi/som_knapoleon.htm.
- **Service Operations Management.** (submitted by Scott Sampson at Brigham Young University) *MBA program course taught at FSU. URL:* <http://msm.byu.edu/emp/soma/syllabi/oldmbasm.htm>.

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