THE UNIVERSITY OF TEXAS AT TYLER
SOULES COLLEGE OF BUSINESS
Spring, 2025

COURSE NUMBER: MANA 5307, Section 001

COURSE TITLE: Service Operations Management

INSTRUCTOR: Dr. Abdullahel Bari

COURSE   This course focuses on the management of service operations, using
DESCRIPTION: both qualitative and quantitative techniques that can help service firms
                      improve their operations. Topics will cover key concepts such as
                      competitive strategies, new service development, waiting line
                      management, facility location, quality and productivity improvement,
                      and other relevant topics.

F-1 VISA STUDENTS: Please note that during the Spring 2025 semester, you must meet with
                      the instructor of the course, Dr. Abdullahel Bari on the following 3
                      dates and times: February 6 (Th), March 27 (Th), and April 17 (Th) at
                      9:30 AM in Conference room 350.55 at Soules College of Business.
                      This is mandatory to fulfill your in person class requirements as per
                      OIP, UT Tyler.

PREREQUISITE: None. However, a previous introductory course in operations
                      management is recommended.

REQUIRED TEXT: Service Management: Operations, Strategy, Information Technology:
                      10th ed. by Sanjeev K Bordoloi, James A Fitzsimmons, Mona J
                      Fitzsimmons with e-book & **Connect** access code.

CLASS MEETING: This is an online class

KEY DATES:
        Class Dates: January 13 – April 28, 2025.
        Census date: January 27.
        Last day to withdraw from course: March 31.
        Tentative exam dates: Exams will be given online through Canvas/Connect and will be
        announced when they will become available (see tentative schedule).

COURSE OBJECTIVES:
  ➢ To study and understand the operations of successful service firms that can serve as
    benchmarks for future management practice.
  ➢ To develop an understanding of the "state of the art" of service management thinking.

> ➢ To develop an awareness of the opportunities that information technology can have for enhancing service firms' competitiveness.
> ➢ To understand the role of organization to achieve internal and external customer satisfaction.
> ➢ Understand new service development from both a product and process perspective.
> ➢ To understand the dimensions of service growth and expansion both domestically and internationally.
> ➢ To appreciate the entrepreneurial opportunities in services.

TEACHING METHOD:
Online class: A variety of methods will be used to help the student master the material including lecture slides in Canvas, videos, and homework assignments. Please see grade section for more details.

OFFICE & TELEPHONE NUMBER: BUS # 350.47, Tel. 903-565-5695

EMAIL ADDRESS: abari@uttyler.edu – This is the best way to reach me quickly. I teach several classes. Please include your course number and section id in the subject of your email so that I may access your information quickly.

OFFICE HOURS: T, Th: 9:30 AM – 11:00 AM (in office and zoom) or by appointment.

CANVAS:
An on-line "class interface" for this course will be available through Canvas. It will allow you 24-hour access to course materials, announcements, your grades, and other information. It will facilitate easy communication with fellow students and the instructor. *You are automatically enrolled in Canvas. If after the first assignment, you do not see a grade you must contact the instructor. Any issues with grades must be reported within **one** week of posting or changes will not be made.*

HOMEWORK ASSIGNMENTS:
For convenience of the students, I will make all assignments available throughout the term. This will allow the students to complete the assignments according to their own pace. Therefore, submission deadline for all the assignments will be the day when exam 3 is due. However, this does not apply to the exams. They must be completed within the given time frame.

EXAM POLICY:
There will be three exams in this class. **The exams will be taken using Connect and administered via Canvas and will be timed**. The exams are made of multiple choice concept questions.

MAKE-UP POLICY:
Make-up exams are generally not given. It is given only in emergency situation where adequate documentation is provided to the instructor. If you must be absent due to a University sanctioned event, you are responsible for notifying me with proper documentation and taking the exam early. Carefully review the class schedule and let me know the first

week of class if there are any conflicts. See the University Catalog for additional information on University sanctioned absences.

CONNECT:
An interface has been established between McGraw-Hill's Connect and Canvas. You can register for Connect by accessing the first assignment in the module 1. You must be registered on Connect to complete the assignments. A separate link, "Assignments" for the assignments in Canvas will be set up for each module.

CLASS SCHEDULE:
This syllabus provides a general plan/schedule for this course. Based on the discretion of the instructor, deviations from the syllabus may be necessary as a responsive action to class progress and time constraints. You will be given sufficient notice before any changes are made to the syllabus.

Week of	Topics	Deliverables
1/13	Introduction – The service economy (1)	
1/20	Service Strategy (2)	
1/27	New service development (3)	
2/3	Supporting facility & process flow (5)	
2/10	Service quality (6)	
2/14	**Exam 1 opens**	Exam 1: 2/14 – 17
2/17	Process improvement and DEA (7 & Supplement)	
2/24	Service facility location (8)	
3/3	Managing capacity and demand (11)	
3/10	Managing waiting lines (12)	
3/24	Capacity planning & queuing models (13)	
3/28	**Exam 2 opens**	Exam 2: 3/28 – 3/31
3/31	Forecasting demand for services (14)	
4/7	Managing service inventory (15)	
4/14	Managing service projects (16)	
4/21	Globalization of services (10)	
4/25	**Exam 3 opens**	Exam 3: 4/25 – 28

EVALUATION:

Grade Assignment (Grades are not rounded up)
A	90 – 100%
B	80 – 89.999%
C	70 – 79.999%
D	60 – 69.999%
F	0 – 59.999%

ATTENDANCE AND CLASS PARTICIPATION:

Active class participation is very important to mastery the course learning objectives. Therefore, it is essential that a student carefully follows all the learning materials and announcements that are posted in Canvas.

COLLEGE OF BUSINESS STATEMENT OF ETHICS:
The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the College of Business and Technology help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and faculty of the College of Business and Technology at The University of Texas at Tyler will:

➢ Ensure honesty in all behavior, never cheating or knowingly giving false information.
➢ Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
➢ Develop an environment conducive to learning.
➢ Encourage and support student organizations and activities.
➢ Protect property and personal information from theft, damage and misuse.
➢ Conduct yourself in a professional manner both on and off campus.

WRITTEN COMMUNICATION
Written Communication is a critical competency for today's business leaders. Students are encouraged to seek the services of The University of Texas at Tyler Writing Center. http://www.uttyler.edu/writingcenter/

STUDENTS RIGHTS AND RESPONSIBILITIES
To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: http://www2.uttyler.edu/wellness/rightsresponsibilities.php

GRADE REPLACEMENT/FORGIVENESS AND CENSUS DATE POLICIES
Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at http://www.uttyler.edu/registrar. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.

Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions that students

need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid
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STATE-MANDATED COURSE DROP POLICY

Texas law prohibits a student who began college for the first time in fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the 12th day of class (See Schedule of Classes for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Registrar's Office and must be accompanied by documentation of the extenuating circumstance. Please contact the Registrar's Office if you have any questions.

DISABILITY SERVICES

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria apply to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu

STUDENT ABSENCE DUE TO RELIGIOUS OBSERVANCE

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

STUDENT ABSENCE FOR UNIVERSITY-SPONSORED EVENTS AND ACTIVITIES

If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments

will be completed.

SOCIAL SECURITY AND FERPA STATEMENT:
It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

EMERGENCY EXITS AND EVACUATION:
Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do Not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

TECHNICAL SUPPORT
If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing itsupport@patriots.uttyler.edu or call 903.565.5555. When you email IT Support, be sure to include a complete description of your question or problem including:

- The title and number of the course
- The page in question
- If you get an error message, a description and message number
- What you were doing at the time you got the error message

Please contact technical support before contacting your instructor. I am not a technical expert and they will be able to address your issues better and quicker than I can.

You may also visit the Help Tab in Blackboard http://wiki.uttyler.edu/display/B8H/Homefor useful information or check out **On Demand Learning Center for Students** http://ondemand.blackboard.com/students.htm

Plug-ins and Helper Applications
UT Tyler online courses use Java, JavaScript, browser plug-ins, helper application and cookies. It is essential that you have these elements installed and enabled in your web browser for optimal viewing of the content and functions of your online course. Always ensure that you are using the most update version for the browser you choose to access the online learning content.

NOTE: Mozilla Firefox is the recommended browser for Blackboard. (URL: http://www.mozilla.org/en-US/firefox/new/)

- **Adobe Reader** allows you to view, save, and print Portable Document Format (PDF) files. (URL: http://get.adobe.com/reader/)

- **Java Runtime Environment** (JRE) allows you to use interactive tools on the web. (URL: http://www.java.com/en/download/)
- **Adobe Flash Player** allows you to view content created with Flash such as interactive web applications and animations. (URL: http://get.adobe.com/flashplayer/)
- **QuickTime** allows users to play back audio and video files. (URL: http://www.apple.com/quicktime/download/)
- **Windows Media Player** allows you to view, listen and download streaming video and audio. (URL: http://windows.microsoft.com/en-US/windows/products/windows-media-player)
- **RealPlayer** allows you to view and listen to streaming video and audio. (URL: http://www.real.com/)