



OPER 3204 Management of Service and Project Operations

T/Th, 4:00PM-5:15PM, Synchronized Zoom Meeting
Spring 2021

INSTRUCTOR INFORMATION

Dr. Xiuli He

Office: Room 352A, Friday Building, 3rd Floor

Email: xhe8@uncc.edu

Phone: 704- 687 -7629

Office Hours: Wednesdays: 3:30pm-5:30pm or by appointment

Email Policy: Please use the email address specified above for electronic communication. Responses to student emails will typically occur within **24 hours or less**. When emailing the instructor, please put the course number **OPER 3204** in the subject lines. Messages missing proper subject lines may be deleted for security reasons.

COURSE DESCRIPTION

Tools, techniques and strategies required to improve the operations of services-oriented organizations including topics such as strategic choices regarding service systems, capacity management, waiting-line management, and yield management. Concepts and cases will be discussed from the standpoint of various service industries such as service-based manufacturing, transportation/logistics, financial services, hospitality/travel/leisure, telecommunications/information services, food services, health-care operations and others.

COURSE MATERIALS

- Service Management: Operations, Strategy, and Information Technology, 9th Edition by Sanjeev K Bordoloi, Fitzsimmons, James A., Mona J. Fitzsimmons, Irwin/McGraw-Hill, 2018. ISBN-13: 978-1259784637, ISBN-10: 1259784630

Course Website: <http://canvas.uncc.edu/>

- We will meet on Zoom.

Meeting ID: 998 5780 8496

Passcode: oper3204

Or you can join using the following link

<https://uncc.zoom.us/j/99857808496?pwd=Z1EwcXladVNSakFpUlc1NFQvdnloUT09>

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- All lecture notes, solutions, grades, and updated information regarding the class will be posted on Canvas. It's each student's responsibility to check Canvas frequently for any new information about the course.
 - If you believe that the grade you received on an assignment or an exam was in error or unfair, you can appeal to the professor in writing within **7 calendar days** after the grades are posted. The appeal should clearly state the reasons why you believe the grade to be unfair or the nature of the error. Overdue appeals will not be considered.

COURSE LEARNING OBJECTIVES

- Students will understand the issues of service operations management as it relates to the internal and external functions of a company.
- Students will be able to analyze and interpret quantitative information and demonstrate knowledge and use of quantitative tools and techniques such as the ones in yield management, queuing theory and service inventory.
- Students would know the state-of-the-art trends/happenings/future outcomes in the service operations area.
- Students would know about the future opportunities that exist for them if they decide to take up a career in this area.

The course will consist of a combination of lectures and class discussions. General concepts and some quantitative techniques will be developed in the lectures. Significant written and oral communication skills (for example, exams, class participation, individual/group assignments, etc.) will be emphasized.

COURSE ASSESSMENT

Grading Policy:

The performance criteria are weighted as follows:

Exam 1	25%
Exam 2	25%
Exam 3	25%
HW (group work)	15% (5×3)
Quiz (individual)	10%
Total	100%

A=100-90, B= 89-80, C=79-70, D=69-60, F=59-0

Note: There will be 7 quizzes thorough the semester. Quiz dates will be announced at least 7 days in advance. Each quiz will contain multiple-choice questions and/or calculation questions. I will drop the lowest 2 quiz grades and use the highest 5 quiz grades. Quiz grades account 10% of your overall final grade. If you miss a quiz, you receive zero grade for that quiz. **No make-up quizzes** are allowed since the two lowest quiz grades will be dropped.

Exams

There are three exams which cover the materials in the corresponding course unit, i.e., exams 1-3 are **NOT** cumulative. Plan now for the following dates: **Feb. 25th (Exam1), April 6th (Exam 2) and May 13th (Final Exam).**

Conflicts for the exams must be resolved before the exam dates. Last minute requests will not be accepted. **NO MAKE-UP EXAMS** will be given unless students obtain prior permission from the professor and provide official documents (e.g., doctor's note, accident report, speeding ticket copy and a selfie with the officer). The student will take the make-up within **three** school days. Attending a wedding or other ceremonial events are not excusable absenteeism. An unexcused absence from an exam will result in a grade of zero for that exam.

- The exams and quizzes may contain multiple choice, short answer, and calculation questions.
- A calculator is required for each exam. Students can use a basic four-function, scientific or financial calculator.
- Any evidence of cheating, a violation of the exam procedure policies or any general violation of the academic integrity code will result in an exam grade of zero and the incident will be escalated to the Academic Integrity Review Board.
- **There will be no extra credit offered for any individual student during the semester.**
- Exams will be reviewed only once and in class. Absent students forfeit their chance to review their exam. Therefore, it is very important that all students are present during these reviews.

Group Homework

Skill-building homework problems will be assigned throughout the semester.

- It is your responsibility to form your groups and email the list of members to me by **5:00pm Feb 2nd**. Each group may contain **four or five** members (**No** more than five members, PLEASE).
- If you cannot make the first two classes, please let me know in advance so that I may be able to assign you to a group. Not having a group is **NOT** a reason for late submission of group assignment.
- There are **five** homework assignments for each group. Each group submits one hard copy or upload the submissions on Canvas.
- Each homework assignment must be submitted no later than **5:00pm** on its due day. No late homework submission will be accepted. Homework due dates can be found on the class schedule.
- All work submitted for evaluation must be written/typed clearly. If I cannot read it, a grade of zero will be given.
- Please provide formula, steps, or reasons to support your solution. Homework submission with only the final solution will **NOT** be given any credit.
- For group assignment, a single grade is assigned to each group. Only one submission from a group member is required.

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- On the first page, please remember to write full names of each group member who contributes to the answers. No credit will be given if the name is not shown on the submission.

Class Attendance & Participation

Students are encouraged to attend every class since learning will be through class discussions. Students' contributions are highly expected to create and enhance a positive learning environment for this course. Voluntary class participation will consist of voluntary contributions and occasional cold calls, usually to answer open questions. Do not be afraid to make points that you may regard as minor, ask clarifying questions, or otherwise contribute in small ways. If you feel uncomfortable with being called on in class, please let me know in advance so that we can agree on an alternative mode of interaction.

Class Cancellation: In the event that I am unable to attend class, assume the material will be moved forward to the next meeting.

Withdrawal from Class

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "U" in a course if you choose not to attend the class once you are enrolled. **The last day to withdraw from a course is March 25, 2021.**

Incomplete Grade Policy

As per [university policy](#), incomplete grades will be granted when a student who is otherwise passing has not, due to circumstances beyond his/her control, completed all the work in the course. The missing work must be completed and the final grade reported within one calendar year from the date on which the "I" grade was recorded. The instructor assigning the "I" grade may specify a shorter time than one year for completion of the work and the assignment of a final grade. If the "I" is not removed during the specified time, a grade of "U" or "N" as appropriate is automatically assigned. Time extensions for the completion of an "I" beyond one year cannot be approved except by special request to the Graduate School under extraordinary circumstances. *The grade of "I" cannot be removed by enrolling again in the same course.*

Religious Accommodation for Students Policy

The instructor will observe University Policy 409 (<https://legal.uncc.edu/policies/up409>) on matters of religious accommodation. Please note that the procedure prescribed by this policy requires a notice to the instructor prior to the census date of the semester (see university calendar for the applicable census date.)

Tentative Course Outline/Schedule

Week	Date	Topic	Chapter	Due
1	Jan. 21	Introduction	Ch1	
2	Jan. 26	Service Strategy	Ch2	
	Jan. 28	New Services	Ch3	
3	Feb. 2	Supporting Facility and Process Flow	Ch5	
	Feb. 4	Supporting Facility and Process Flow	Ch5	Quiz 1
4	Feb. 9	Spring break- No Zoom Meeting		
	Feb. 11	Spring break- No Zoom Meeting		
5	Feb. 16	Service Quality	Ch6	
	Feb. 18	Service Quality	Ch6	Quiz 2
6	Feb. 23	Review		HW1
	Feb. 25	Exam 1	Ch1, Ch2, Ch3, Ch5, Ch6	
7	Mar. 2	Service Encounter	Ch4	
	Mar. 4	Process Improvement	Ch7	
8	Mar. 9	Service Supply Relationships	Ch9	Quiz 3
	Mar. 11	Managing Capacity and Demand	Ch11	
9	Mar. 16	Managing Capacity and Demand	Ch11	
	Mar. 18	Capacity Planning and Queueing Models	Ch13	HW2
10	Mar. 23	Capacity Planning and Queueing Models	Ch13	
	Mar. 25	Waiting Line Management	Ch12	Quiz 4
11	Mar. 30	Waiting Line Management	Ch12	
	April 1	Review	Ch4, Ch7, Ch9, Ch11, Ch12, Ch13	HW3 Quiz 5
12	April 6	Exam 2		
	April 8	Service Facility Location	Ch8	
13	April 13	Forecasting	Ch14	
	April 15	Forecasting	Ch14	Quiz 6
14	April 20	Managing Service Inventory	Ch15	
	April 22	Managing Service Inventory	Ch15	HW4
15	April 27	Managing Service Project	Ch16	Quiz 7
16	April 29	Managing Service Project	Ch16	
17	May 4	Review		HW5
	May 13	Final Exam (2pm-4:30pm)	Ch8, Ch9, Ch14, Ch15, Ch16	

Note:

- The instructor **reserves the right to change** the course outline, and the course contents.
- Check the updated final exam schedule for Spring 2021:
https://ninercentral.uncc.edu/sites/ninercentral.uncc.edu/files/media/Spring_2021_Final_Exam_Template.pdf

ACADEMIC HONESTY/INTEGRITY

Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submission of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor. For more detail and clarification on these items and on academic integrity, please review the UNCC Code of Student Academic Integrity (<http://www.legal.uncc.edu/policies/ps-105.html>).

DIVERSITY AND DISABILITY POLICY

Statement on Diversity:

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

Statement on Disability Policy:

UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.