



BAKER COLLEGE OF CLINTON TOWNSHIP

MGT 350 - SYLLABUS

Services Management

Course Section: 03145 SPRING 2013

COURSE DESCRIPTION:

Examines the expanding role of service organizations in the economy, with specific focus on service firm operations, management, customer relations, marketing, and organization.

PREREQUISITE(S) / CO-REQUISITE(S):

Prerequisite(s): MGT 222.

TEXTBOOK(S):

TITLE: SERVICE MANAGEMENT: OPERATIONS, STRATEGY AND INFORM
AUTHOR: FITZSIMMONS
PUBLISHER: MCGRAW

EDITION/YEAR: 7
ISBN: 978-0-07-742697-2

INSTRUCTOR INFORMATION

INSTRUCTOR: MARIAN METY
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POLICIES

NOTE:

Baker College is committed to provide an educational environment that allows you the opportunity to obtain your academic goals. However, the College expects students to conduct themselves in a manner that reflects its mission, purposes, ideals, and values.

All students are required to read, understand, and comply with the policies and responsibilities stated in the Student Handbook section of the Catalog. Furthermore, students will respect the rights of others and will treat fellow students, faculty, and staff with good manners and respect. Please refer to the Student Handbook section of the Catalog for further details. To access the Student Handbook and campus specific information please visit the following Web site: www.baker.edu/policies/.

CREDIT HOUR DEFINITION:

Baker College defines a credit hour as the amount of work represented by intended learning outcomes consisting of not less than thirty clock hours. In terms of student expectations, for each credit hour a student can expect a minimum of ten hours of direct in-class instruction and twenty hours of outside-of-class activities. This distribution may vary for courses with laboratory, internship, externship, clinical and practicum requirements where a combination of direct instruction, academic assignments, lab work, fieldwork, observation, and/or clinical practice is included.

ATTENDANCE:

Attendance is necessary for your success in this course. Attendance will be taken within the first thirty minutes of class.

ATTENDANCE: CONTINUED

If you arrive late to class, it is your responsibility to notify the instructor that you are present.

Automotive and Diesel Students Only: You must be in attendance 85% of the class/lab time for all auto and diesel courses. If you do not meet this requirement, you will be withdrawn or given an "F" for the class. You will be required to sign in and out of both lecture and lab and will be allowed to only make up one lab session.

WITHDRAWALS:

If you stop attending class without formally withdrawing, you may receive an "F" for the course. Any withdrawal may impact your eligibility for competitive entry programs and your academic standing. There are additional consequences for failing or withdrawing from a developmental education course. Please contact the Academic Office if you find it necessary to stop attending this quarter. Withdrawal from a course may not reduce your financial obligation. Please refer to the Student Handbook section of the Catalog for further details.

EXTRA CREDIT:

No extra credit is available per Baker College policy.

HONOR CODE:

Academic honesty, integrity, and ethics are required of all members of the Baker College community. Academic integrity and acting honorably are essential parts of professionalism that continue well beyond courses at Baker College. They are the foundation for ethical behavior in the workplace. There are four possible consequences for violating Baker College's Honor Code:

1. Failure of the assignment
2. Failure of the course
3. Expulsion from the College
4. Rescinding a certificate or degree

PLAGIARISM DETECTION SERVICE:

Baker College utilizes plagiarism detection services and has the authority to submit any papers or assignments to such services to determine authenticity. Some assignments may need to be submitted electronically for this purpose.

COPYRIGHT POLICIES:

TEACH Act Doctrine: The materials found in this course are only for the use of students enrolled in this course for purposes associated with this course and may not be retained or further disseminated. Fair Use Doctrine: Materials used in connection with this course may be subject to copyright protection. Information regarding the TEACH Act and Fair Use Doctrines can be found on the Baker College Web site: www.baker.edu/policies/.

SOCIAL NETWORKING:

Course information of any kind (materials, pictures, events, etc.), including information from clinical and work sites, cannot be shared or discussed on any social network or electronic account outside of those required by the instructor for class participation. Violation of this policy could result in expulsion from the College.

TUTORING:

A variety of options are available to support optimal learning at Baker College. Services are available to all registered students, whether a student is struggling with a course or is doing well, but wants to do better. Online tutoring is offered for some courses, and both peer and professional tutoring may be available. To obtain current information on services available, check with the Learning Center on your campus.

SPECIAL NEEDS/DISABILITY SERVICES:

Baker College is committed to the implementation of regulations from Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990 and the Americans with Disabilities Act Amendments Act of 2008, as they apply to persons with disabilities. Baker College recognizes that qualified students who have been diagnosed or identified as having a learning, physical, or emotional disability are entitled to reasonable accommodations. Baker College is committed to making every effort to providing reasonable accommodations. The Special Needs/Disability Services Coordinator and the student will work together to ensure appropriate accommodations. Information concerning the College's policies and procedures related to disability can be found in the Student Handbook and on the Baker College Web site: www.baker.edu/policies/.

INCOMPLETE GRADES:

Incompletes are only considered if a significant unavoidable problem occurs. In order to receive an "Incomplete" grade, the student:

1. Must request an incomplete grade before the end of the course.
2. Must have completed 80% of the total coursework and have a chance to pass the course.
3. Must be unable to complete the course requirements within the regular time frame due to significant, extenuating circumstances (documentation may be required).
4. Must complete an Incomplete Grade Contract with the instructor, with the due date no later than the last day of the following quarter. Permission from the dean may also be required.

If the coursework is not completed by the agreed upon due date, the final course grade will be based on the work that was completed by the end of the quarter in which the course was taken.

CHILDREN ON CAMPUS:

Children may come into the building rather than be left unattended in a vehicle, while a parent/guardian conducts college business, drops off an assignment, etc. Children may not accompany students who are on campus to study, conduct library research, or participate in other class-related activities. Children may not be left unattended anywhere on campus especially in the Student Center or Library. Children are not allowed to use College resources including computers and printers.

ELECTRONIC DEVICES:

Please keep all electronic devices (cell phones, PDAs, etc.) in an inaudible mode while in the classroom.

FOOD AND DRINK:

Please use care in keeping facilities and equipment clean and orderly. Food and beverages can only be consumed in the Student Center, with the exception of bottled water with a securable lid being allowed in some classrooms. It is your responsibility to know and adhere to the rules in place for food and beverage consumption on this campus.

TOBACCO USE:

Tobacco use is not allowed on the campus. Students may only smoke in their vehicles. There are penalties for anyone found to be in violation of the tobacco use policy. It is your responsibility to know and adhere to the rules in place for tobacco use on this campus.

GRADING SCALE:

This standard grading scale is used in all courses except for Health Science programs and related courses (further details below).

Standard Grading Scale

A	= 93-100%
A-	= 90-92%
B+	= 87-89%
B	= 83-86%
B-	= 80-82%
C+	= 77-79%
C	= 73-76%
C-	= 70-72%
D+	= 67-69%
D	= 63-66%
D-	= 60-62%
F	= 0-59%

Courses under the following prefixes will use the Health Sciences Grading Scale: CCP, CDS, CHI, DAS, DHY, DMS, ECT, EMS, ES, ESM, HIT, HN, HSC, HT, HUC, MED, MIS, MLT, MOA, NUR, OCC, OTA, OP, OPT, PHT, PTA, PST, PN, RDT, RAD, RHS, RSC, SPT, STC, MSG, VAS, and VET.

The following pre-requisite courses will also use the Health Sciences Grading Scale: SCI100F, SCI101C, SCI102C, SCI111, SCI211, SCI220A, SCI271A, SCI311.

GRADING SCALE: CONTINUED**Health Sciences Grading Scale**

A	= 94-100%
A-	= 91-93%
B+	= 89-90%
B	= 87-88%
B-	= 84-86%
C+	= 81-83%
C	= 78-80%
C-	= 75-77%
D+	= 72-74%
D	= 69-71%
D-	= 65-68%
F	= 0-64%

GRADE DEFINITIONS:

A = Outstanding Achievement: The student demonstrates exceptional mastery of the content. An "A" is an exceptional grade indicating distinctly superior performance. The student demonstrates unusually sharp insight regarding the content, and every aspect of performance is exemplary.

B = Commendable Achievement: The student demonstrates above average mastery of the content. A "B" is an above average grade indicating achievement of a high order. The student has exceeded the stated requirements. The student demonstrates commendable insight regarding the content, and overall performance is above average.

C = Acceptable Achievement: The student demonstrates average mastery of the content. A "C" is an average grade indicating that a student has performed satisfactorily in all aspects of their work. The student has adequately met the stated requirements. The student demonstrates acceptable insight regarding the content, and overall performance is average.

D = Marginal Achievement: The student demonstrates below average mastery of the content. A "D" is a below average grade indicating that a student has marginally met the stated requirements. The student demonstrates minimal insight regarding content, and the overall performance is marginal.

F = Failing: The student demonstrates little or no mastery of the content. An "F" is a failing grade indicating that a student has not met the stated requirements. The student demonstrates insufficient insight regarding content, and overall performance is not worthy of credit.

Note: A plus (+) or minus (-) indicates performance at the higher or lower end of the grade range. Certain programs or courses may have a higher standard for "Acceptable Achievement."

SYLLABUS DISCLAIMER:

The following Instructor Requirements for this course are subject to change to better meet educational needs.

INSTRUCTOR REQUIREMENTS FOR THIS COURSE**COURSE REQUIREMENTS AND GRADING (EVALUATION):**

ITEM	POINTS	PERCENT
3 Exams (100 points each)	300.00	30.00
9 Quizzes (20 points each)	180.00	18.00
Topic Discussions - (15 points each Chapter)	270.00	27.00
Company Profile Paper (8-10 pages)	250.00	25.00
TOTALS	1000.00	100.00

TENTATIVE CALENDAR:

WEEK 01 2013/03/31 - 2013/04/06

DUE	ASSIGNMENT
2013/04/02	Distribute and discuss course syllabus and course outcomes. Explain course policies and requirements. Chapter 1 - The Role of Services in an Economy Chapter 2 - The Nature of Services Class Activity Distribution and Discussion of the Company Profile Written Assignment Rubric

WEEK 02 2013/04/07 - 2013/04/13

DUE	ASSIGNMENT
2013/04/09	Chapter 3 - Service Strategy Chapter 4 - New Service Development In-Class Activity: Quiz on Chapters 3-4 (Open Book) Homework Due: Chapter 1 -Topics for Discussion - p. 15, Questions 1,2,3. Chapter 2 - Topics for Discussion - p. 33, Questions 1,2,3,4,5,

WEEK 03 2013/04/14 - 2013/04/20

DUE	ASSIGNMENT
2013/04/16	Chapter 5 - Technology in Services Chapter 6 - Service Quality In-class Activity: Quiz on Chapters 5-6 (Open book) Homework Due: Chapter 3 Topics for Discussion - p. 59, Questions 1,2,3,4,5. Chapter 4 Topics for Discussion - p. 87, Questions 1,2,3,4. Distribute Review Sheet for Exam 1 (Chapters 1 - 6)

WEEK 04 2013/04/21 - 2013/04/27

DUE	ASSIGNMENT
2013/04/23	Chapter 7 - Process Improvement Chapter 8 - The Service Encounter In-class activity: Quiz on Chapters 7-8 (Open book) Homework Due: Chapter 5 Topics for Discussion - p. 107, Questions 3,4. Chapter 6 Topics for Discussion - p. 140, Questions 1,2,3,4,5. Exam 1 - (Chapters 1 - 6)

WEEK 05 2013/04/28 - 2013/05/04

DUE	ASSIGNMENT
2013/04/30	Chapter 9 - Supporting Facility and Process Flows Chapter 10 - Service Facility Location In-class Activity: Quiz on Chapters 9 -10 (Open book) Homework Due: Chapter 7 Topics for Discussion - p. 171, Questions 1,2,3. Chapter 8 Topics for Discussion - p. 198, Questions 1,2,3.

WEEK 06 2013/05/05 - 2013/05/11

DUE	ASSIGNMENT
2013/05/07	Chapter 11 - Managing Capacity and Demand Chapter 12 - Managing Long Lines In-class activity: Quiz on Chapters 11- 12 Homework Due: Chapter 9 Topics for Discussion - p. 228, Questions 1,2,3,4,5. Chapter 10 Topics for Discussion - p. 254, Questions 1,3,4 Distribute Review Sheet for Exam 2 (Chapters 7 - 12).

WEEK 07 2013/05/12 - 2013/05/18

DUE	ASSIGNMENT
2013/05/14	Chapter 13 - Service Supply Relationships Chapter 14 - Growth and Globalization of Services In-class activity: Quiz on Chapters 13-14 Homework Due: Chapter 11 Topics for Discussion - p. 285, Questions 1,2,3,4,5. Chapter 12 Topics for Discussion - p. 315, Questions 1,2,3,4,5. Exam 2 - (Chapters 7 - 12)

WEEK 08 2013/05/19 - 2013/05/25

DUE	ASSIGNMENT
2013/05/21	Chapter 15 - Managing Projects Chapter 16 - Capacity Planning and Queuing Models In-class activity: Quiz on Chapters 15-16 (Open book) Homework Due: Chapter 13 Topics for Discussion - p. 337, Questions 1,2,3. Chapter 14 Topics for Discussion - p. 361, Questions 1,2,3,4.

WEEK 09 2013/05/26 - 2013/06/01

DUE	ASSIGNMENT
2013/05/28	Chapter 17 - Forecasting Demand for Services Chapter 18 - Managing Facilitating Goods In-class activity: Quiz on Chapters 17-18 (Open book) Homework Due: Chapter 15 Topics for Discussion - p. 393, Questions 1,2,3,4,5. Chapter 16 Topics for Discussion - p. 425, Questions 1,3,4. Distribute Review Sheet for Exam 3 - (Chapters 13 - 18)

WEEK 10 2013/06/02 - 2013/06/08

DUE	ASSIGNMENT
2013/06/04	Homework Due: Company Profile Written Assignment Homework Due: Chapter 17 Topics for Discussion - p. 470, Questions 1,2,3,4. Chapter 18 Topics for Discussion - p. 500, Questions 1,2,3,4,6. Exam 3 - (Chapters 13-18)

CLASS EXPECTATIONS:

Be prepared and expect to conduct yourself in a professional and courteous manner at all times. Excessive talking with your neighbor during lecture or class discussion is rude and unprofessional and will not be tolerated. If it continues, you may be asked to leave the class. Prepare for class as if you were preparing for work: be ready to participate, have all necessary supplies with you, and stay for the entire class period. You can only do as well in the class as your efforts show.

PARTICIPATION:

Regular class participation is an essential part of each course at Baker College. You are expected to participate in class discussion and activities on a weekly basis and to communicate your ideas in a clear, concise, and professional manner. Failure to participate in class activities will adversely impact your grade.

HOMEWORK:

Timely completion and submission of all homework assignments is expected in this course. Remember that reading assignments are also homework and are expected to be completed in a timely manner. Reading the assigned chapters prior to the class session will ensure that you are prepared to effectively participate in classroom activities and discussion.

LATE ASSIGNMENT POLICY:

Any assignment may be turned in early; however, all late work, regardless of the reason, will be given 75% of the possible points, if returned within seven days of the due date. No credit will be given for late work that is turned in after seven days. Being absent does not remove your responsibility to turn in work on time, especially since it can be emailed

LATE ASSIGNMENT POLICY: CONTINUED

to me in your absence. Assignments will be collected at the beginning of class and will be considered late if not submitted at that time.

MAKE-UP WORK/EXAMS:

Three non-cumulative exams will each consist of 50 multiple-choice questions. All exams must be completed on the scheduled date. Make-up exams are not permitted unless documentation is provided regarding the situation that prohibited you from taking the exam on the assigned date. All approved make-up exams must be scheduled with me and completed by the next scheduled class or you will earn a zero for that exam. In fairness to the students that took the exam on time, make-up exams are different than scheduled exams. Bring a pencil and scantron for each exam. It is your responsibility to let me know if you are unable to take a scheduled exam.

FINAL EXAM:

Final exams are not cumulative and CANNOT be made up. If you arrive to class after the exam has begun you will be permitted to take the exam, but will be required to turn in your exam at the same time as the rest of the class.

RETURN OF STUDENT WORK:

I will endeavor to return projects, tests, quizzes, etc to you during the next class period. After the quarter ends, any assignments, test scantrons, etc in my possession will be kept until the start of the next quarter. If you wish to have materials returned to you, provide me with a self-addressed, stamped envelope with sufficient postage attached. Keep all assignments returned to you as proof of submission.

UNANTICIPATED ABSENCE:

Contact me as soon as possible if an emergency situation prevents your attendance in class. Let me know if you will be absent so that you are not dropped from the class. If I am unable to attend class or am running late, the Academic Office will post a sign on the door regarding that class meeting. Wait at least 15 minutes after the scheduled class time to ensure that you do not miss a scheduled class.

OTHER REQUIREMENTS:

A term paper is required based on your review of a company and the practices it follows to manage the services it provides to its customers. Discuss your agreement or disagreement with the company's approach to service management and provide suggestions for improvement. Use real-life examples and concepts from the text to support your analysis. Your paper must be a minimum of 5-7 pages (exclusive of cover page, references, and table of contents), typed, double-spaced, and have 1-inch margins on both sides. In-text citations must be noted and APA format must be followed throughout the paper. A rubric outlining the paper requirements will be handed out during the first week of class.

Updated: 2013/03/18 For: CLINTON TOWNSHIP CAMPUS