The University of Southern Queensland

Course specification

This version produced 20 Dec 2007.
The current and official versions of the course specifications are available on the web at <http://www.usq.edu.au/coursespecification/current>.
Please consult the web for updates that may occur during the year.

<table>
<thead>
<tr>
<th>Description: Service Operations Management</th>
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<tbody>
<tr>
<td>Subject</td>
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<tr>
<td>MGT</td>
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**Academic group:** FOBUS  
**Academic org:** FOB004  
**Student contribution band:** 2  
**ASCED code:** 080307

**STAFFING**
Examiner: Glenda Adkins  
Moderator: Bruce Millett

**OTHER REQUISITES**
Students are required to have access to a personal computer, e-mail capabilities and Internet access to USQConnect. Current details of computer requirements can be found at http://www.usq.edu.au/business/aboutfob.htm

**RATIONALE**
Service organisations, whether private sector or public sector, operate in a diverse, complex and competitive environment. The success of an organisation is determined by how well it co-ordinates all of its internal processes, manages its resources and brings them to bear on the organisation’s goals. In order to ensure the appropriate delivery of services, there is a need to consider the overall strategic implications of particular operational decisions. Therefore, it is essential that an understanding of service operations and resource management is developed if service organisations are to deal with such diversity and complexity. This course is designed to provide service provider professionals with a sound appreciation of the nature of service operations management, including the management of resources. Students will acquire the knowledge and skills base to develop a business-oriented approach to the management of service operations and resources available to them.

**SYNOPSIS**
This course provides the service provider professional with an understanding of the principles of service operations management. In particular, it is focused on providing an appreciation of the important concepts and issues in service operations management, including resource management. Specifically, it provides an understanding of the service concept and process, client expectations and service delivery, workforce and performance management, and the impact of technology. It also provides an awareness of how these issues relate to individual operational units and links operations decisions to business performance.

CRICOS: QLD 00244B | NSW 02225M
OBJECTIVES
The course objectives define the student learning outcomes for a course. The assessment item/s that may be used to assess student achievement of an objective is/are shown in parentheses after each objective. On successful completion of this course, students should be able to:

1. demonstrate an understanding of the principles of service operations management (Assignment 1, Assignment 2, Assignment 3)
2. apply these principles within the relevant operational unit (Assignment 1, Assignment 2, Assignment 3)
3. demonstrate an understanding of the principles underlying operations processes, service capacity and resource management (Assignment 1, Assignment 2, Assignment 3)
4. apply these principles in the context of their workplace (Assignment 1, Assignment 2, Assignment 3)
5. demonstrate an ability to formulate and develop strategies and link operations decisions to business performance (Assignment 1, Assignment 2, Assignment 3).

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Service operations management</td>
<td>20.00</td>
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<tr>
<td>2. The client and supplier relationship</td>
<td>20.00</td>
</tr>
<tr>
<td>3. Service delivery</td>
<td>20.00</td>
</tr>
<tr>
<td>4. Linking operations decisions to performance</td>
<td>20.00</td>
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<tr>
<td>5. Managing strategic change</td>
<td>20.00</td>
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TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at http://bookshop.usq.edu.au click 'Semester', then enter your 'Course Code' (no spaces).


REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.


STUDENT WORKLOAD REQUIREMENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Assignments</td>
<td>25.00</td>
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<tr>
<td>Directed Study</td>
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<tr>
<td>Private Study</td>
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ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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</thead>
<tbody>
<tr>
<td>ASSIGNMENT 1</td>
<td>20.00</td>
<td>20.00</td>
<td>17 Aug 2007</td>
</tr>
<tr>
<td>ASSIGNMENT 2</td>
<td>20.00</td>
<td>20.00</td>
<td>15 Oct 2007</td>
</tr>
<tr>
<td>ASSIGNMENT 3</td>
<td>60.00</td>
<td>60.00</td>
<td>05 Nov 2007</td>
</tr>
</tbody>
</table>

IMPORTANT ASSESSMENT INFORMATION

1 Attendance requirements:
   If you are an international student in Australia, you are advised to attend all classes at
   your campus. For all other students, there are no attendance requirements for this course.
   However, it is the students’ responsibility to study all material provided to them or required
   to be accessed by them to maximise their chance of meeting the objectives of the course
   and to be informed of course-related activities and administration.

2 Requirements for students to complete each assessment item satisfactorily:
   To satisfactorily complete an individual assessment item a student must achieve at least
   50% of the marks. (Depending upon the requirements in Statement 4 below, students may
   not have to satisfactorily complete each assessment item to receive a passing grade in this
   course.)

3 Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval of the examiner,
   then a penalty of 5% of the total marks gained by the student for the assignment may apply
   for each working day late up to ten working days at which time a mark of zero may be
   recorded.

4 Requirements for student to be awarded a passing grade in the course:
   To be assured of receiving a passing grade a student must achieve at least 50% of the total
   weighted marks available for the course.

5 Method used to combine assessment results to attain final grade:
   The final grades for students will be assigned on the basis of the aggregate of the weighted
   marks obtained for each of the summative assessment items in the course.

6 Examination information:
   There is no examination in this course.

7 Examination period when Deferred/Supplementary examinations will be held:
   Not applicable.

8 University Regulations:
   Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Student
   Academic Misconduct for further information and to avoid actions which might contravene
   university regulations. These regulations can be found at
ASSESSMENT NOTES

1 Assignments: (i) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the examiner. (ii) Students must retain a copy of each assignment submitted for assessment. This must be produced within 24 hours if required by the examiner. (iii) In accordance with university policy, the examiner may grant an extension of the due date of an assignment in extenuating circumstances. (iv) The examiner will normally only accept assessments that have been written, typed or printed on paper-based media. (v) The examiner will not accept submission of assignments by facsimile. (vi) Students who do not have regular access to postal services or who are otherwise disadvantaged by these regulations may be given special consideration. They should contact the examiner to negotiate such special arrangements. (vii) In the event that a due date for an assignment falls on a local public holiday in their area, such as a show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience.

2 Course weightings: Course weightings of topics should not be interpreted as applying to the number of marks allocated to any aspects of assignments assessing those topics.

3 Deferred work: Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment at the scheduled time may apply to defer an assessment in a course. Such a request must be accompanied by appropriate supporting documentation. A grade of IDM (Incomplete Deferred Make-up) may be awarded.

OTHER REQUIREMENTS

1 Learning resources: Prescribed texts and materials (see above); recommended reference materials (see above); printed Introductory Book; CD (compact disc); and course Website accessible via USQConnect.