








# Management Science (MGSC) 369

## Service Operations Management (Revision 7)

<b>Status:</b>	Replaced with new revision, see the <a href="#">course listing</a>  for the current revision 
<b>Delivery mode:</b>	Individualized study online  with eText 
<b>Credits:</b>	3
<b>Area of study:</b>	Applied Studies (Business and Administrative Studies)
<b>Prerequisites:</b>	<b>MGSC 301</b> or equivalent. Students should also be familiar with basic algebra. Neither calculus nor business math is required, but students with courses in either of these subjects will find this knowledge useful. In special cases, students may obtain the course coordinator's permission to take the course without these prerequisites.
<b>Precluded:</b>	None
<b>Challenge:</b>	MGSC 369 has a challenge for credit option.
<b>Faculty:</b>	<a href="#">Faculty of Business</a> 

**Notes:**

Students registering in grouped study mode are advised that there may be some differences in the evaluation and course materials information indicated below. To obtain the most up-to-date information, contact the Faculty of Business Student Support Centre at 1-800-468-6531.

## Overview

Welcome to *Management Science 369: Service Operations Management*. This senior level, three-credit course will introduce you to the skills associated with the functional area of production and operations management, as they are practiced in service organizations. The lessons include cases and examples from different service industries such as healthcare, hospitality, retail, communication, transportation, and banking.

## Outline

- Lesson 1: The Service Economy
- Lesson 2: Service Strategy
- Lesson 3: New Service Development
- Lesson 4: The Service Encounter
- Lesson 5: Service Quality
- Lesson 6: Service Facility Location
- Lesson 7: Managing Capacity and Demand
- Lesson 8: Globalization of Services
- Lesson 9: Forecasting Demand for Services
- Lesson 10: Service Supply Relationships

## Evaluation

To **receive credit** [↗](#) for this course, you must achieve a grade of at least 50 percent on each examination, and an overall course grade of at least **D (50 percent)** [↗](#).

The following chart summarizes the evaluation scheme for this course.

Activity	Weight	Complete by
Assignment 1	20%	After Lesson 6
Assignment 2	20%	After Lesson 10
Midterm Online Examination	30%	After Lesson 6
Final Online Examination	30%	After Lesson 10
<b>Total</b>	<b>100%</b>	

The **midterm and final examinations** for this course must be requested in advance and written under the supervision of an AU-approved exam invigilator. Invigilators include either ProctorU or an approved in-person invigilation centre that can accommodate online exams. Students are responsible for payment of any invigilation fees. Information on exam request deadlines, invigilators, and other exam-related questions, can be found at the **Exams and grades** [↗](#) section of the Calendar.

To learn more about assignments and examinations, please refer to Athabasca University's **online Calendar** [↗](#).

## Materials

Bordoloi, S., Fitzsimmons, J., & Fitzsimmons, M. (2019). *Service management: Operations, strategy, information technology* (9th ed.). McGraw-Hill/Irwin. ISBN10: 1259784630 | ISBN13: 9781259784637 [↗](#) (eText)

## eText

Registration in this course includes an electronic textbook. For more information on **electronic textbooks** [↗](#), please refer to our **eText Initiative site** [↗](#).

## Other Resources

All other learning resources will be available online.

## Challenge for credit

### Overview

The challenge for credit process allows you to demonstrate that you have acquired a command of the general subject matter, knowledge, intellectual and/or other skills that would normally be found in a university-level course.

Full information about **challenge for credit** [↗](#) can be found in the Undergraduate Calendar.

### Evaluation

To **receive credit** [↗](#) for the MGSC 369 challenge registration, you must achieve a grade of at least **D (50 percent)** [↗](#) on the examination.

Online exam

 [Challenge for credit course registration form](#)

## Important links

- › [Academic advising](#) [↗](#)
- › [Program planning](#) [↗](#)
- › [Request assistance](#) [↗](#)
- › [Support services](#) [↗](#)

Athabasca University reserves the right to amend course outlines occasionally and without notice. Courses offered by other delivery methods may vary from their individualized study counterparts.

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*Updated February 15, 2024*

View **previous revision** [↗](#)

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