

Service Management - Introduction -

Mihai PASCADI

Bibliography

Fitzsimmons, James, A., Fitzsimmons, Mona, J. “Service Management – Operations, Strategy, Information Technology”, 7th edition, McGraw-Hill Irwin, ISBN 978-0-07-340335-9

Other important sources:

APQC – Process Classification Framework

basis for process-related information in the course

ABOUT APQC

An internationally recognized resource for process and performance improvement, APQC helps organizations adapt to rapidly changing environments, build new and better ways to work, and succeed in a competitive marketplace. With a focus on productivity, knowledge management, benchmarking, and quality improvement initiatives, APQC works with its member organizations to identify best practices; discover effective methods of improvement; broadly disseminate findings; and connect individuals with one another and the knowledge, training, and tools they need to succeed. Founded in 1977, APQC is a member-based nonprofit serving organizations around the world in all sectors of business, education, and government. APQC is also a proud winner of the 2003, 2004, 2008, 2012, and 2013 North American Most Admired Knowledge Enterprises (MAKE) awards. This award is based on a study by Teleos, a European based research firm, and the KNOW network.

COPYRIGHT AND ATTRIBUTION

©2018 APQC. ALL RIGHTS RESERVED. This Process Classification Framework® ("PCF") is the copyrighted intellectual property of APQC. APQC encourages the wide distribution, discussion, and use of the PCF for classifying and defining organizational processes. Accordingly, APQC hereby grants you a perpetual, worldwide, royalty-free license to use, copy, publish, modify, and create derivative works of the PCF, provided that all copies of the PCF and any derivative works contain the following attribution:

This APQC Process Classification Framework® ("PCF") is an open standard developed by APQC, a nonprofit that promotes benchmarking and best practices worldwide. The PCF is intended to facilitate organizational improvement through process management and benchmarking, regardless of industry, size, or geography. To download the full PCF or industry-specific versions of the PCF, as well as associated measures and benchmarking, please visit www.apqc.org/pcf.

COURSE CONTENT

SERVICES: Role, Nature, Strategy

1

DESIGNING THE SERVICE ENTERPRISE

2

- Service development
- Service supporting technologies
- Service Quality
- Managing process flows
- Process Improvement

SERVICES OPERATIONS MANAGEMENT

3

- Capacity and Demand
- Waiting Lines
- Service Supply Relationships
- Services Globalization
- Managing Service Projects

QUANTITATIVE MODELS FOR SERVICE MANAGEMENT

4

- Capacity Planning and Queuing Models
- Forecasting Demand for Services
- Managing Service Inventory

In a nutshell

- Understand
- Design
- Operate
- Quantitative models



Course objectives

To understand the

- service markets & customers
- service organization
 - How to design
 - How to operate
 - How to manage
 - Processes,
 - People,
 - Other resources

To be able to adjust and improve a service organization

Course structure

Nr. săptămânii	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Data Ziua	18.02- 22.02	25.02- 01.03	04.03- 08.03	11.03- 15.03	18.03- 22.03	25.03- 29.03	01.04- 05.04	08.04- 12.04	15.04- 19.04	22.04- 26.04	29.04 - 03.05	06.05- 10.05	13.05- 17.05	20.05- 24.05
Vineri BN 209 17 ⁰⁰ -20 ²⁰	SM C1,2	SM C3,4			SM C5,6	SM C7,8			SM C9,10	SM C11,12			SM C13,14	/
Vineri AN 219 17 ⁰⁰ -20 ²⁰			SM S gr1	SM S gr2			SM S gr1	SM S gr2			SM S gr1	SM S gr2		SM S gr1+2

➤ Master (anul I de studii)	[L] 18.02.2019 – [V] 24.05.2019	Proces didactic [14 S]
	[S] 25.05.2019 – [V] 14.06.2019	Sesiunea de examene [3 S]

Course structure no homeworks

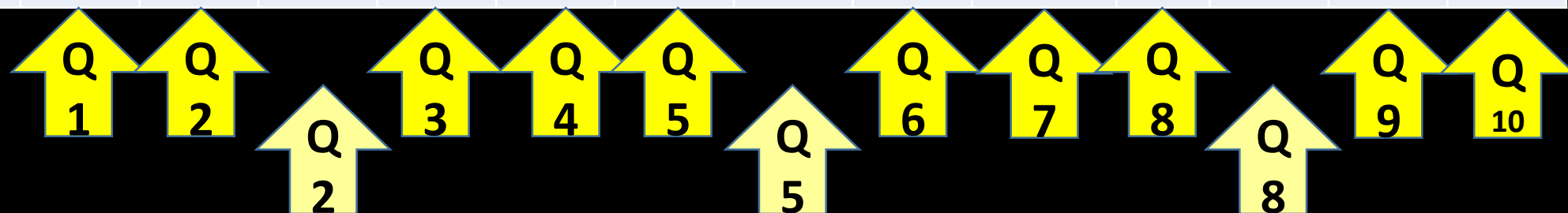
Everything happens in the classroom
including the 10 quiz tests

Course structure – *same* for Course and Seminar sessions

1. Presenting New Concepts + Applying the Concepts
2. Quiz test (based on previous course/seminar)
3. Presenting New Concepts + Applying the Concepts

Course structure 10 QUIZ-tests

Nr. săptămânii	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Data	18.02-22.02	25.02-01.03	04.03-08.03	11.03-15.03	18.03-22.03	25.03-29.03	01.04-05.04	08.04-12.04	15.04-19.04	22.04-26.04	29.04-03.05	06.05-10.05	13.05-17.05	20.05-24.05
Vineri BN 209 17 ⁰⁰ -20 ²⁰	SM C1,2	SM C3,4			SM C5,6	SM C7,8			SM C9,10	SM C11,12			SM C13,14	/
Vineri AN 219 17 ⁰⁰ -20 ²⁰			SM S gr1	SM S gr2			SM S gr1	SM S gr2			SM S gr1	SM S gr2		SM S gr1+2



➤ Master (anul I de studii)	[L] 18.02.2019 – [V] 24.05.2019	Proces didactic [14 S]
	[S] 25.05.2019 – [V] 14.06.2019	Sesiunea de examene [3 S]

Course structure 10 QUIZ-tests

- **Easy**, each QUIZ will have:
 - 10 multiple choice questions with
 - just 1 valid answer
- You are allowed to miss **1** Quiz-test with no penalty on your final grade
- Only your **best 9** quizzes will be considered for calculating your grade as an **average value of your quiz marks**
- You are allowed to miss a **maximum of 4** quiz-tests
- In case you missed more than 4 quiz-tests – **no graduation**

Getting your grades during the year

- If you completed 10 Quiz tests graded q_1, \dots, q_{10} :

$$M = E * AVERAGE(BEST9(q_1, \dots, q_{10}))$$

Only your best 9 quiz tests will be taken into consideration

Getting your grades during the year

- If you completed 9 Quiz tests, graded q_1, \dots, q_9 :

$$M = E * AVERAGE(q_1, \dots, q_9)$$

Getting your grades during the year

- If you completed 6 to 8 Quiz tests, graded q_1, \dots, q_n , $n=6\dots8$

$$M = E * \frac{SUM(q_1, \dots, q_n)}{9}$$

so if you participate only in 6 quiz-tests and your score is maximum (10 points), your average mark M will be only

$$60/9 = 6.66$$

Getting your grades during the year

$E=1$ if you attend the exam session

$E=0$ if you don't attend the exam session

(not attending the exam session – means failing your exam)

The exam session

- There is **NO actual examination**
- You will have to prepare in advance a **5 minutes** .ppt presentation on a theme to be established in our last seminar session.
- You will have to deliver the presentation during the exam session, with **your colleagues attending** your presentation.
- You **shall get your last 10%** on this presentation. It will be a recap for you and your colleagues, before finalizing this course.
- If you miss the presentation, **E=0 – you shall fail the exam.**
- If you deliver the presentation, E=1 and your mark shall be established as shown above.

The final Mark

- $FM = 90\% * M + 10\% * E$

Please spread the word on the above !