

OPM 120: SERVICE OPERATIONS MANAGEMENT

In Workflow

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Approval Path

1. Mon, 19 Feb 2024 01:54:46 GMT
Jai Joon Lee (jlee): Approved for CBA College Committee Chair
2. Mon, 19 Feb 2024 09:24:26 GMT
Jean-francois Coget (coget): Approved for CBA Dean

New Course Proposal

Date Submitted: Thu, 21 Dec 2023 00:10:56 GMT

Viewing: OPM 120 : Service Operations Management

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Changes proposed by: Yang Li (216210281)

Contact(s):

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Catalog Title:

Service Operations Management

Class Schedule Title:

Service Operations Management

Academic Group: (College)

CBA - Business

Academic Organization: (Department)

Marketing and Supply Chain Management

Will this course be offered through the College of Continuing Education (CCE)?

No

Catalog Year Effective:

Fall 2024 (2024/2025 Catalog)

Subject Area: (prefix)

OPM - Operations Management

Catalog Number: (course number)

120

Course ID: (For administrative use only.)

TBD

Units:

3

Is the only purpose of this change to update the term typically offered or the enforcement of existing requisites at registration?

No

In what term(s) will this course typically be offered?

Fall, Spring

Does this course require a room for its final exam?

Yes, final exam requires a room

Does this course replace an existing experimental course?

No

This course complies with the credit hour policy:

Yes

Justification for course proposal:

Significance of the Topic:

Service has a profound impact on every aspect of our daily lives. It encompasses domains like food services, financial services, healthcare services, hospitality, etc. Our well-being and the health of our economy are intrinsically linked to services. Service operations management is a well-established field that covers all service industries. This course focuses on recognizing the distinct challenges and opportunities presented in service industries.

Enhancement for Current SCM Curriculum:

This course enriches our current SCM curriculum by providing a specialized focus. It equips students with strategic and quantitative operations tools tailored for business environment with high level of customer interaction. Students will learn how to design and enhance service processes that adapt to evolving customer needs. The course builds upon the existing course topics such as capacity management, waiting line management, quality management and lean offered in OPM101, creating a knowledge continuum for students. In essence, students are introduced to the fundamentals in OPM101 and then delve deeper into advanced tools and methods with a specialized focus on service operations.

Course Presence and Student Demand:

Many institutions, including CSU campuses like East Bay, Fullerton, Long Beach, Los Angeles, Northridge, Pomona, San Jose, and Sonoma, offer similar courses within their Supply Chain Management concentrations. Top-rated business schools such as Harvard Business School, The Wharton School at U Penn, and the Stern School of Business at NYU also include similar courses in their undergraduate programs.

Student interest in this course is evidenced by a survey conducted across four OPM101 sections in Spring 2023. Out of 221 responses, 93 students expressed a definite interest (Yes), while 99 indicated potential interest (Maybe). Notably, 42 of those interested have more than five years of working experience in the service industry and indicate the course's potential relevance and value to their careers and future prospects.

Course Description: (Not to exceed 80 words and language should conform to catalog copy.)

Identify and examine the unique characteristics and operations challenges of service businesses, including health care, hospitality, food service, entertainment, financial services, government service, etc. Provide conceptual frameworks and tools for effective service operations. Evaluate and develop strategies for achieving operational competitiveness in service businesses through case studies and discussions. Topics include service strategy, service development, service process design and improvement, service quality management, yield management, and service relationship management.

Are one or more field trips required with this course?

No

Fee Course?

No

Is this course designated as Service Learning?

No

Is this course designated as Curricular Community Engaged Learning?

No

Does this course require safety training?

No

Does this course require personal protective equipment (PPE)?

No

Does this course have prerequisites?

Yes

Prerequisite:

OPM101

Prerequisites Enforced at Registration?

Yes

Does this course have corequisites?

No

Graded:

Letter

Approval required for enrollment?

No Approval Required

Course Component(s) and Classification(s):

Discussion

Discussion Classification

CS#02 - Lecture/Discussion (K-factor=1WTU per unit)

Discussion Units

3

Is this a paired course?

No

Is this course crosslisted?

No

Can this course be repeated for credit?

No

Can the course be taken for credit more than once during the same term?

No

Description of the Expected Learning Outcomes and Assessment Strategies:

List the Expected Learning Outcomes and their accompanying Assessment Strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers). Click the plus sign to add a new row.

	Expected Learning Outcome	Assessment Strategies
1	Identify service operations challenges	Quizzes, exams
2	Understand basic concepts and tools of service operations management	Quizzes, exams
3	Evaluate the effectiveness of service operations decisions and practices	Quizzes, exams, case studies
4	Develop service operations strategies and plans and effectively communicate it	Quizzes, team project, presentation, exams

For whom is this course being developed?

Majors in the Dept

Is this course required in a degree program (major, minor, graduate degree, certificate?)

Yes

Has a corresponding Program Change been submitted to Workflow?

Yes

Identify the program(s) in which this course is required:

Programs:

BS in Business Administration (Supply Chain Management)

Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer)?

No

Will there be any departments affected by this proposed course?

Yes

Indicate which department(s) will be affected by the proposed course:

Department(s)

Business Administration

I/we as the author(s) of this course proposal agree to provide a new or updated accessibility checklist to the Dean's office prior to the semester when this course is taught utilizing the changes proposed here.

I/we agree

University Learning Goals

Undergraduate Learning Goals:

Competence in the disciplines
Intellectual and practical skills

Is this course required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?

No

GE Course and GE Goal(s)

Is this a General Education (GE) course or is it being considered for GE?

No

Please attach any additional files not requested above:

SOM Draft Syllabus.docx

Key: 14995