HTM 84: INTRODUCTION TO SERVICE OPERATIONS

In Workflow

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Approval Path

1. 2026-10-05T23:13:09Z
   Aleta Baldwin (aleta.baldwin): Approved for PUBH Chair
2. 2026-10-14T13:30:53Z
   Scott Thompson (irwin.thompson): Approved for HHS College Committee Chair
3. 2026-10-21T07:33:48Z
   Aishah Patterson (patterson): Approved for HHS Dean

History

1. Apr 12, 2025 by Greg Shaw (shaw)
2. Sep 18, 2025 by Janett Torset (torsetj)

Date Submitted: 2026-10-01T21:52:25Z

Viewing: HTM 84 : Introduction to Service Operations

Formerly known as: RPTA 84

Last approved: 2025-09-18T14:01:53Z

Last edit: 2026-10-01T21:52:23Z

Changes proposed by: Jungyun Hur (219174190)

Contact(s):

Name (First Last)	Email	Phone 999-999-9999
Jungyun Hur	hur@csus.edu	916-278-5025

Catalog Title:
Introduction to Service Operations

Class Schedule Title:
Intro to Service Operations

Academic Group: (College)
HHS - Health & Human Services

Academic Organization: (Department)
Public Health

Will this course be offered through the College of Continuing Education (CCE)?
No

Catalog Year Effective:
Fall 2027 (2027/2028 Catalog)

Subject Area: (prefix)
HTM - Hospitality and Tourism Management

Catalog Number: (course number)
84

Course ID: (For administrative use only.)
203314

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

This course complies with the credit hour policy:
Yes

Justification for course proposal:
The current HTM 84, Hotel and Lodging Operations, focuses primarily on hotel and lodging operations. However, the hospitality and tourism field includes a much broader range of service organizations beyond lodging. The proposed revision to Introduction to Service Operations broadens the course scope to address service operations across hospitality, tourism, wellness, healthcare, and other service-based organizations.

This revision also reflects the recent departmental reorganization placing the HTM program within the Department of Public Health. Expanding the course beyond lodging will make it more relevant and accessible to students in Public Health and Health Services Administration while continuing to serve as a required core course for the BS in Hospitality and Tourism Management.

The revised course will introduce foundational service operations concepts, including customer experience, service processes, demand and capacity management, resource allocation, service quality, technology, sustainability, and operational improvement across a variety of service settings.

Course Description: (Not to exceed 90 words and language should conform to catalog copy.)
This course is designed to provide knowledge of service operations across hospitality, tourism, wellness, healthcare, and other service-based organizations. Students will acquire an understanding of how a variety of service sectors operate through detailed examination of key functional areas common to most service organizations, including customer experience management, operations, service design, and support services. The course will also address topics such as sustainability, service quality, process efficiency, and technology integration.

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?
No

Does this course have corequisites?
No

Graded:
Letter

Approval required for enrollment?
No Approval Required

Course Component(s) and Classification(s):
Lecture

Lecture Classification
CS#02 - Lecture/Discussion (K-factor=1WTU per unit)
Lecture 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 the major challenges and emerging trends across service industries.	Quizzes Application Activities Service Operation Case Analysis Service Operations Improvement Project
2	Explain how service sectors and organizational structures differ in purpose, ownership, and operations.	Quizzes Application Activities Service Operation Case Analysis Service Operations Improvement Project
3	Describe operational functions across service organizations.	Quizzes Application Activities Service Operation Case Analysis Service Operations Improvement Project
4	Apply management decision-making concepts such as forecasting, capacity planning, demand management, and resources allocation in service operations.	Quizzes Application Activities Service Operation Case Analysis Service Operations Improvement Project
5	Analyze service performance and develop solutions to service operations challenges using analytical and critical-thinking skills.	Quizzes Application Activities Service Operation Case Analysis Service Operations Improvement Project

Attach a list of the required/recommended course readings and activities:
HTM84Syllabus.docx

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 Hospitality and Tourism 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?

No

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

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

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

No

Key: 14178