

H-Form ISE 312

Course Information:	
Code and Title:	ISE 312 Service operations management
Prerequisites:	ISE 321
Co requisite (if any)	
Credit Hours: 3	Lecture Hrs. (45), Tutorial Hrs. (15), Lab (0), Total Credits (60)
College/ Department:	College of Engineering/Industrial and Systems Engineering

Course Description:
The Service operations management course examines operations management in services and discusses its importance and benefits to the overall strategy and competitiveness of firms of all sizes. Companies providing are evolving in an increasingly demanding and competitive global market. The course explores all aspects on services: Banks, healthcare, education, and other fields.

Course Objectives:
The students develop the ability to understand service operations management based on the course's learned knowledge and carry out a design project. Cover the theoretical basis as well as problem solving techniques through hand calculations and computer software. Understand how operations are important in-service industry.

Course Learning Outcomes		
		PLO
Knowledge Understanding		
1.1	Recognize several service capacity and demand techniques	K3
1.2	Define the nature of services, the supply Relationships in service industry	K4
Skills		
2.1	Outline the operations management in services.	S1
2.2	Apply the managerial concepts and quantitative techniques required in service strategies, product development and quality.	S3
2.3	Evaluate supply chain, reporting the service operations management	S4
Values		
3.1	Develop Complete plan for a real case study related to the topics covered	V2

Textbook:			
Title:	Service management: Operations, strategy, information Technology		
Author(s):	Fitzsimmons. J. A., Fitzsimmons, M. J., & Bordoloi, S.		
Publisher:	McGraw-Hill/Irwin.	Year and Edition:	10 th 2013
Other Useful Resources:	Sustainable Operations Management, 1st Edition, V. Belvedere and A. grando, Egea. John Wiley & Sons, 2017.		