

# Approval Form

Proposal Title: Managing Services 603-375

Sponsor(s) William Enslin Dept.: Management/MIS Ext. 6412

**Check one:**  Course  Specialization  Concentration  Minor  Achievement Certificate  
 Certification Program  Major Program  Minor Change (please name deletion or credit/catalog change)

Undergraduate  Graduate  Credit Hours

<p><b>Step 1 (Department)</b></p> <p><input checked="" type="checkbox"/> Approved <u>2/3/94</u> <small>Date</small></p> <p><input type="checkbox"/> Not Approved</p> <p><u>Thomas Michael</u> <small>Dept. CC Chairperson</small></p> <p><input checked="" type="checkbox"/> Reviewed <u>2-15-94</u> <small>Date</small></p> <p><u>Deane Hamilton</u> <small>Dept. Chairperson</small></p>	<p><b>Step 2 (Receipt)</b></p> <p><input type="checkbox"/> SCC# <u>970-14-30</u></p> <p>Proposal Received _____ <small>Date</small></p> <p><u>Ray J. Lutman</u> <small>SCC Chairperson</small></p>	<p><b>Step 3 (School CC)</b></p> <p>Reviewed <u>4/1/94</u></p> <p><input checked="" type="checkbox"/> Approved <input type="checkbox"/> Not Approved</p> <p><b>Comments:</b></p> <p>_____</p> <p><u>Carol Miller</u> <small>School Curr Comm Chairperson</small></p>
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<p><b>Step 4 (Academic Dean)</b></p> <p><input checked="" type="checkbox"/> Recommend  <input type="checkbox"/> Not Recommend  <input type="checkbox"/> Conditionally Recommend (see comments)</p> <p>Reviewed <u>4/6/94</u> <small>Date</small></p>	<p><b>Comments:</b></p> <p><u>[Signature]</u> <small>Signature, Dean of School</small></p>
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<p><b>Step 5 (SCC)</b></p> <p>Open Hearing _____ <small>Date</small></p> <p><input checked="" type="checkbox"/> Approved by Senate Curriculum Committee <u>4/25/94</u> <small>Date</small></p> <p><input type="checkbox"/> Returned to sponsor(s) for the following reasons:</p>
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<p><b>Step 6 (Senate)</b></p> <p>Presented to Senate <u>3/1/95</u> <small>Date</small></p> <p>Notification to Executive Vice-President/Provost _____ <small>Date</small></p>	<p><input checked="" type="checkbox"/> Approved <input type="checkbox"/> Not Approved</p> <p><u>[Signature]</u> <small>Signature, SCC Chairperson</small></p>
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**Step 7 (Executive V.P./Provost)**

Received 3/3/95  
Date

Approved  Yes  No

If no, reasons are as follows:

Student credit hours 3

Faculty load hours 3

Equalized credit hours \_\_\_\_\_

Official copy and approval sheet filed \_\_\_\_\_  
Date

[Signature]  
Signature, Executive Vice-President/Provost

**Registrar**

Approved course description received 5 Mar 95  
Date

Hegis Taxonomy and Course Number assigned 0526-375

[Signature]  
Signature, Registrar

8 Mar 95  
Date

**Notification forwarded:**

- Senate Curriculum Committee Chairperson
- Department Chairperson(s)
- Academic Dean(s)
- Registrar
- Sponsor(s)

## COURSE PROPOSAL

### 1. Details

- a. Course Title: Managing Services
- b. Sponsor: William Enslin, Management Department
- c. Credit Hours: Three (3) credit hours
- d. Course Level: Junior/Senior
- e. Curricular Effect: This course will be a management elective.
- f. Prerequisites: Principles of Management
- g. Suggested time and scale of implementation:  
Implementation  
would begin in Spring, 1995.
- h. Adequacy of present staff, resources, library facilities and holdings space needs, and any other additional requirements for implementation: Considering that only one section in the evening would be offered each semester, the present resources are more than adequate.

### 2. Rationale

Rationale: Over 75% of all jobs are in service industries, such as medical services, banks and investment services, airlines, retail stores, etc. Even in manufacturing organizations, there are service components. Although the Management department offers a required course in the Principles of Management, the underlying model is primarily oriented to manufacturing. "Performing a service involves assembling and delivering the output of a mix of physical facilities and mental or physical labor. Often customers are actively involved in helping to create the service product or by cooperating with service personnel" (Managing Services, Christopher H. Lovelock, p. 6). Services are

consumed as they are produced and controlled by time constraints.

Managing services becomes even more complex by the changes in organizational structures and the world economy. The current business environment has been described as the Information Era. Computers are the facilitators, but the primary product is services. Virtual organizations are the design of the future, where companies will specialize in manufacturing or marketing or finance or research and development, rather than contain all these functions within a more traditional organization. Governments which used to control the provision of most services are now privatizing these services. In addition, many non-profit agencies are faced with declining resources and volunteers, which is forcing these organizations to take a more business like approach to their activities.

### 3. Essence of the Course:

#### a. Objectives:

The student will be able to:

1. Understand the differences between managing manufacturing and services organizations
2. Understand the components of designing and delivering services
3. Define service quality
4. Understand the management of service capacity and demand
5. Understand the importance of customer service
6. Understand the human dimension in services management
7. Apply these concepts in the analysis of case studies

#### b. Topical Outline/Content:

1. The Challenge of Services
2. Understanding Services
3. Designing and Delivering Services
4. Managing Capacity and Demand
5. Search for Service Quality
6. Adding Value Through Customer Service
7. The Human Dimension in Service Management
8. Strategy and Integration

- c. Evaluation: There would be a midterm and final exam covering the conceptual material. In addition, cases would be assigned to student teams for analysis and presentations.

d. Course Evaluation: The plan would be to survey the students in the first two semesters and then periodically survey our graduates. The course would also be evaluated during the course of any curriculum review.

4. Results of Consultation:

We have consulted with the Marketing Department, which is the only department that might offer a comparable course. Attached is a letter of recommendation from Dr. Steve LeShay, Chairman of the Marketing Department.



Catalog Description:

Managing Services is a management elective that is oriented to service industries, such as medical services, financial institutions, airlines, transportation companies and retail stores. The course covers; understanding services, designing and delivering services, managing capacity and demand, service quality, customer service, human resources in service organizations, information systems and service strategies.

Prerequisites: Principles of Management

Credit hours: Three (3)