

MGT 6357 Service Operations Management Summer 2026

Instructor Information

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Class Hours: Wednesdays: 6:30 pm – 9:15 pm

Classroom for Sessions: Room 221 at Scheller (for in-person classes), Zoom (for online classes)

Office Hours: Weekly office hours via Zoom (link on Canvas) on Wednesdays 5-6 p.m. Eastern.

General Course Information

Description

The service sector accounts for approximately 70% of U.S. GDP and 80% of employment. This course examines how organizations design, manage, and improve service systems in both traditional service industries and product-based firms transitioning to 'as-a-service' models. The course emphasizes service design, capacity management, process optimization, service quality, and service recovery, with a focus on AI and digital transformation.

Pre- &/or Co-Requisites

None

Course Goals and Learning Outcomes

Once completed, the students should have the following capabilities:

- Analyze service systems using frameworks such as service blueprinting, SERVQUAL, and the Service Profit Chain
- Evaluate trade-offs between service quality, efficiency, and customer experience
- Apply quantitative tools to assess capacity, demand, and customer lifetime value
- Diagnose operational failures and design service recovery strategies
- Assess the impact of AI on service operations
- Develop strategic recommendations for service performance improvement

Course Materials

Course Text

None

Additional Materials/Resources

Posted on Canvas

Course Website and Other Classroom Management Tools

Course Requirements, Assignments & Grading

Assignment Distribution and Grading Scale

Assignment	Weight	Individual or Team
Mini-case: AI and Process Management	15%	Individual
Case Write-Up	20%	Individual
Team Project 1: Case Analysis and Presentation	20%	Team
Team Project 2: "As a Service" Delivery Project and Presentation	30%	Team
Final summative reflection assignment	15%	Individual

Assignment weight distribution

Grading Scale

Your final grade will be assigned as a letter grade according to the following scale:

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	0-59%

Attendance Policy

The modality of this includes some sessions in-person, online, and asynchronous. For the in-person and online sessions, attendance is required. If you are missing them please let me know by email (in advance, if possible).

Submitting Assignments

All assignments (homework, knowledge checks, exams etc.) must be completed and submitted within Canvas. Sending assignments (homework, knowledge checks, exams etc.), whether early, on time, or late to the professors is not permitted and will not be accepted. If there are technical issues, please notify the Helpdesk, as well as the professor immediately.

Assignment Due Dates

All assignments will be due on the dates listed in the schedule below and reflected on Canvas. These times are subject to change so please check back often. Please convert from Eastern Time to your local time zone using a [Time Zone Converter](#).

Late and Make-up Work Policy

Late work is only permitted in extraordinary circumstances such as funerals, illnesses, and family emergencies. In those instances, get in touch with the Dean of Students' Office; do not send documentation directly to your instructor. The Dean of Students' Office has a process for verifying emergencies and will pass confirmation to your professors. The form to request assistance may be found here: <https://studentlife.gatech.edu/dean-students/class-attendance>. Otherwise, late work will not be accepted.

Grading and Feedback

Instructor feedback and grades will typically be issued within a week of submission.

Regrading Policy: If you believe that there is a factual justification for a request for a regrade of any assignment, you must submit the request in writing within a week of that assignment's grade posting. Your request for regrade should include the following: 1) Name of assignment 2) A brief statement explaining why you think your assignment should be regraded and point to one or more specific factual items in the submitted assignment. Regrades may take about a week so please be patient regarding this. Note that a regrade could result in a lower grade in some instances if additional errors are discovered in the assignment already graded

Technology Requirements and Skills

Computer Hardware and Software

- High-speed Internet connection
- Laptop or desktop computer with a **minimum** of a 2 GHz processor and 2 GB of RAM
- Windows for PC computers OR Mac iOS for Apple computers.
- Complete Microsoft Office Suite or comparable and ability to use Adobe PDF software (install, download, open and convert)
- Latest versions of Mozilla Firefox, Chrome and/or Safari browsers

Technology Skills

- Navigating a computer operating system
- Launching and quitting applications
- Connecting to the Internet
- Using a web browser to access websites
- Downloading, saving, and uploading files

Technology Help Guidelines

30-Minute Rule: When you encounter struggles with technology, give yourself 30 minutes to 'figure it out.' If you cannot, then post a message to the discussion board; your peers may have suggestions to assist you. You are also directed to contact the Helpdesk 24/7.

When posting or sending email requesting help with technology issues, whether to the Helpdesk, message board, or me use the following guidelines:

- Include a descriptive title for the subject field that includes 1) the name of course 2) the issue. Do NOT just simply type "Help" into the subject field or leave it blank.
- List the steps or describe the circumstance that preceded the technical issue or error. Include the exact wording of the error message.
- When possible, always include a screenshot(s) demonstrating the technical issue or error message.
- Also include what you have already tried to remedy the issue (rebooting, trying a different browser, etc.).

Course Policies, Expectations & Guidelines

Communication Policy

- Email course questions and personal concerns, including grading questions, to me privately using manpreet.hora@scheller.gatech.edu . Do NOT submit posts of a personal nature to the discussion board unless it is a private post on Piazza/Ed Discussions.
- During the week, I will respond to all emails within 24 hours. I cannot guarantee a response on weekends and holidays. If there are special circumstances that will delay my response, I will post an announcement on Canvas.
- Student Forum/Q&A discussion boards will be checked regularly during weekdays and less frequently on weekends.
- For questions related to technology, contact the Digital Learning Support team at <https://b.gatech.edu/digitallearningsupport> for assistance. You can also reach the Canvas Hotline by phone at 1(877) 259-8498 or by email at support@instructure.com.

In-person and Online Student Conduct

Although it is not expected to be a problem in a graduate-level class, students are asked to behave in the discussions and other class interactions professionally and civilly. If you are in doubt, do not post it! Instructors reserve the right to remove any postings deemed inappropriate, unprofessional, or otherwise distracting from the course.

University Use of Electronic Email

A university-assigned student e-mail account is the official university means of communication with all students at Georgia Institute of Technology. Students are responsible for all information sent to them via their university-assigned e-mail account. If students choose to forward information from their university e-mail account, they are responsible for all information, including attachments, sent to any other e-mail account. To stay current with university information, students are expected to check their official university e-mail account and other electronic communications on a frequent and consistent basis. Recognizing that some communications may be time-critical, the university recommends that electronic communications be checked minimally twice a week.

Plagiarism & Academic Integrity

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. All students enrolled at Georgia Tech, and all its campuses, are to perform their academic work according to standards set by faculty members, departments, schools, and colleges of the university; and cheating and plagiarism constitute fraudulent misrepresentation for which no credit can be given and for which appropriate sanctions are warranted and will be applied. For information on Georgia Tech's Academic Honor Code, please visit <http://www.catalog.gatech.edu/policies/honor-code/>.

Any student suspected of cheating or plagiarizing on a quiz, exam, or assignment will be reported to the Office of Student Integrity, which will investigate the incident and identify the appropriate penalty for violations.

Given the nature of the assignments in this course, the use of artificial intelligence is not permissible. This includes including artificial intelligence to help craft or improve responses to in-video reflection questions and reflection assignments. Using artificial intelligence on an assignment will result in a zero for that assignment, as well as potential reporting and sanctions in line with the plagiarism and academic integrity requirements outlined above.

Performing outside research beyond the materials specified in the course is permitted, as long as the sources are cited and subject to the plagiarism and academic integrity requirements outlined above.

Accommodations for Students with Disabilities

If you are a student with learning needs that require special accommodation, contact the Office of Disability Services at (404)894-2563 or <http://disabilityservices.gatech.edu/>, as soon as possible, to make an appointment to discuss your special needs and to obtain an accommodations letter. Please also e-mail me as soon as possible to set up a time to discuss your learning needs.

Copyright

Among the materials that may be protected by copyright law are the lectures, notes, and other material presented in class or as part of the course. Always assume the materials presented by an instructor are protected by copyright unless the instructor has stated otherwise.

Student-Faculty Expectations Agreement

At Georgia Tech we believe that it is important to strive for an atmosphere of mutual respect, acknowledgment, and responsibility between faculty members and the student body. See <https://catalog.gatech.edu/rules/21/> for an articulation of some basic expectations that you can have of me and that I have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech while in this class.