

# MGT 4366 – Service Operations Management

Fall 2026

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<b>Class Times:</b>	Mon/Wed 12:30 – 1:45 Room TBD
<b>Office Hours:</b>	Mon/Wed 8:00 – 9:30 or 10:45 – 12:30, or By Appointment
<b>Prerequisite:</b>	MGT 3501- Operations Management

## **Course Description:**

The Services Sector contributes about 70% of the gross domestic product of the US economy. This sector also provides employment to 80% of the working population. This course in “Service Operations Management” examines the firms in the services sector. Differentiating a service from a product on dimensions, such as, intangibility, perishability, involvement and participation of the customer in the delivery of the service, this course focuses on the structural and infrastructural aspects of managing service operations. Specifically, we will consider services delivery, service encounter, service quality and management of capacity and demand. Using a blend of cases, selected articles from business press and academic research, this course will explore these aspects in diverse service industries such as financial services, hospitality, retail and healthcare.

## **Course Objectives:**

- To study “breakthrough” services in order to understand the operations of successful service firms that can be benchmarks for future management practice.
- To develop an understanding of the “state of the art” of service management thinking.
- To appreciate the significance of managing and providing world class service encounters to achieve customer satisfaction.
- Provide real world case studies, which can be used to help learners evaluate various problems that arise in practice
- Enable students to understand why the principals discussed are important to a business and how they are to be implemented using best practice techniques.

## **Course Materials:**

1. Canvas for articles and presentations.
2. Course Pack available from the Harvard website which includes all cases used in the course. URL to be shared shortly.
3. No textbook is required. However, *Service Management*, 9<sup>th</sup> Edition, by Bordoloi, Fitzsimmons, and Fitzsimmons, 2019: McGraw-Hill, New York, NY. is a useful reference to further your understanding of the topics.

**Grading Policy:**

Grading for the course will be based on the following team and individual activities and weights. Strength of class participation can make a difference if you are borderline between two grades to boost your grade up.

Quizzes/Assignments:	15%
Mid-Term Exam:	25%
(1) Case Analysis:	10%
Simulation:	5%
Practicum Project:	20%
Final Exam:	25%

If you have an issue or a concern with your grade in an assignment, please provide a detailed, written request for re-grade within a week of receiving your grade. I will reserve the right to re-grade the entire assignment (and not only the specific question you are contesting).

Grade distribution is as follows: A – 90 to 100. B – 80 to 89. C – 70 to 79. D – 60 – 69. F – 59 & below.

**Class Participation:**

Attendance and participation are not required. However, quizzes and many assignments will be performed during class sessions. In addition, bonus points will be awarded for those students that do participate consistently that will be used at the end of the semester to determine if a grade improvement is possible. Key points will be made in these sessions that will benefit students during the assessments and exams, so attendance is recommended.

**Quizzes:**

Short quizzes will be given almost each week through Canvas and should take no longer than 5-7 minutes to complete at the beginning of class. Topics will be prior lectures and the assigned readings for that day's class. The quizzes are designed to be a low stakes learning opportunity for you to gauge your progress. Makeup quizzes will not be given.

**Assignments:**

Short assignments will be given throughout the course. Many will be assigned and completed in-class. Topics and types of assignments will vary. Makeup assignments will not be given.

**Case Analysis**

There are a total of 6 cases used in this course. Students will be put into groups and assigned one case and develop a lesson plan on the case and use it to teach the class the key points of the case, particularly as they relate to class topics. This is your chance to play the role of professor and design a class that would be engaging and full of great content! Plan for 60 min. Be as creative as you would like, however your session must contain at least:

- ~3 key challenges the firm is facing, why are they facing them, and what solutions would you recommend
- In-class activity
- Relate to other firms or current events
- Develop a 5 question MC quiz

Note: Each student is required to read all the cases as they are fair game for assessments.

### **Simulation Game**

You will play one service simulation game in class. You will be graded based on your overall performance, as well as the quality of the strategic actions you take and what you learned about those actions.

### **Practicum Project**

Students will be placed into groups and each assigned a real problem a Fortune 500 company is currently facing. Students will work on the project throughout the semester, using the knowledge they gain from the course to develop a solution to the problem. At the end of the semester, the students will have an opportunity to present their findings to the firm. Grading will be a combination of effort, application of class material, potential of solutions, and peer review.

### **Exams:**

Two exams will be given this semester to test the student's knowledge. Topics covered on the exam will be lectures and lessons learned from the case studies and simulations. Makeup exams will not be given. Students missing a scheduled exam due to an official Georgia Institute of Technology event must prearrange an alternate time to take the exam. All other cases will receive a grade of zero for the missed exam. Lockdown browser will be required in order to take the exam. Make sure it is installed and works properly before starting the exam (we will take a practice quiz early in the semester to test). Per Georgia Tech's policy, any cheating will result in, at minimum, a penalty of twice the potential advantage from cheating. All cases of alleged cheating will be referred to the Dean of Student Affairs for disciplinary action. I strongly encourage all students to visit the website of the Office of Student Integrity at <http://www.osi.gatech.edu/index.php/>.

### **Late Policy**

Students missing an assessment due to an official Georgia Institute of Technology event must prearrange an alternative time to submit the assessment. All other cases will follow the following policy:

*Quizzes:* There are no makeup's available for missed quizzes.

*Current Event Post:* There is no makeup available for missing the current event discussion post.

*Assignment Exercises:* Students can submit assignment exercises late, with the following penalty applied to their grade. 0 to 6 hrs late → Max grade of 95%. 6 hrs to 24 hrs late → Max grade of 90%. 24 hrs to 48 hrs late → Max grade of 80%. After 48 hours, no late submissions will be accepted.

*Exams:* Students must contact the professor before the exam starts to be eligible for the late submission policy. The professor may allow a make-up exam, if the time frame does not give the student an unfair advantage of additional study time. Alternatively, the missed exam score will be replaced by the student's final exam score. If a student fails to notify the professor prior to the exam, the student will receive a grade of zero for the missed exam.

### **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. Review [Georgia Tech's Honor Code](#) and the student [Code of Conduct](#).

### **Official Communications:**

Both Canvas and the class email distribution list are used to post information on class changes, upcoming assignments, grades, etc. Communications will be sent to the Georgia Tech student email that is assigned

to you by the Institute. It is your responsibility to have the Georgia Tech email account active and to receive and regularly read messages written to that address.

**Groups:**

Groups of 4-5 will be required for the course. These groups will remain the same throughout the entire semester and will be sent out the second week of the semester.

**Accommodations for Disabilities:**

If you are a student with learning needs that require special accommodation, [contact the Office of Disability Services](#) (404-894-2563) 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 in order to set up a time to discuss your learning needs.

**Student-Faculty Expectations Agreement:**

At Georgia Tech, we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. [The Student-Faculty Expectations](#) articulate 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.