



# Business Administration

Course Number:	<b>BUAD 336</b>
Course Title:	<b>SERVICES DESIGN</b>
Credits:	3
Calendar Description:	This course includes the design of a service model based on the components of intangibility, heterogeneity, simultaneous production and consumption and perishability of a service offering. It is applicable to profit and non-profit organizations alike. Included is the application of the gaps model of service quality to an actual client that is engaged in the provision of a service experience. Emphasis will be placed on a blend of theory and project work with the client.
Semester and Year:	<b>Fall 2020</b>
Prerequisite(s):	BUAD 176, BUAD 200 or BUAD 210 with a minimum grade of 60%, and third year standing
Corequisite(s):	No
Prerequisite to:	No
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	BBA, Marketing Specialty Area & Management Specialty – Elective
Substitutable Courses:	No
Transfer Credit:	PMAC
Special Notes:	Students with credit for BUAD 294 cannot take BUAD 336 for further credit.
Originally Developed:	September 2007
EDCO Approval:	June 2009

Chair's Approval:

A handwritten signature in blue ink, appearing to read "A. Herpel".

**Professors**

Name	Phone	Office	Email
Rishi Bhardwaj	Email	Virtual Office	rbhardwaj@ <a href="mailto:okanagan.bc.ca">okanagan.bc.ca</a>
<b>Course Captain</b>			

**Learning Outcomes**

<p>Upon completion of this course students will be able to</p> <ul style="list-style-type: none"> <li>• explain the importance of Services Marketing as a distinctive and vital part of success in the current business environment</li> <li>• describe the Gaps Model of Services marketing and the components of Service Quality.</li> <li>• construct Services Marketing frameworks for monitoring and implementing improvements.</li> <li>• evaluate customer relationship management strategies to drive customer retention.</li> <li>• explain the role of management and employees in the service process.</li> <li>• identify the pricing practices that can be used by a service business.</li> <li>• conduct a comprehensive services marketing review of a services business including: identifying service gaps and causes; evaluating service quality measures; constructing a blueprint for the services process; and developing recommendations for the client.</li> </ul>
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**Course Objectives**

<p>This course will cover the following content including: See attached weekly Course Schedule.</p>
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**Evaluation Procedure**

Assignments	20%
Services Design Project; Team & Class Participation	55%
5 Mini Exams *	25%
Total	100%

\*Students must pass all exams with a 50% average to pass the course.

**Notes**

<p><b>Class Work</b></p> <p>You are expected to attend every class. If you do not attend, you are asked to send a note to your professor at his email in advance of the class as a courtesy. Services Design requires active thinking and interaction and discussion in each class.</p> <p>The expectations are that you will respect and follow these guidelines:</p> <ol style="list-style-type: none"> <li>1. Be on Time</li> <li>2. Create a positive level of energy and a desire to learn</li> <li>3. Be curious to ask questions and be motivated to make observations that integrate concepts in an applied manner and cite relevant personal examples</li> <li>4. Engage in the break out groups and be an active participant in group discussion.</li> </ol>
<p><b>Mini Exams</b></p> <p>There will be 5 mini exams throughout the course worth 25% of your total grade. <b>*You must pass all exams with a 50% average to pass the course.</b></p>

**Services Design Project**

1. Your team will be conducting an online assessment of a service organization from the perspective of service design.
2. This project will be completed in three parts. Part A is worth 15%; Part B is worth 15%; Part C is worth 15%; and the group interview is worth 10% for a total of 55%.
3. Key dates are outlined below in the weekly schedule.
4. The Services Design Project is assessed initially on a team basis and then individual marks are awarded based on professor approved peer evaluations.
5. There is a separate word document outlining the complete details on the term project. You are responsible for reading and understanding this at the start of the course.

**Assignments**

There are three assignments worth 20% of the course. Two of them are assessed on the team's effort and one of them is assessed on an individual basis.

**Class Format**

1. Project teams will be formed at the end of Week #2. These teams will work together for the duration of the term on the Services Design project. Each team member will play a leadership role based on duties chosen under Assignment #1. Marks awarded will be given to the teams but will awarded on an individual basis based on the peer evaluations using the criteria agreed upon as part of Assignment #1. Each team will also create its own Charter as part of Assignment #1. Project teams shall actively pursue and sign up a local organization working together as part of Assignment #2.
2. There are 2 classes of 1.5 hours each week. These class hours are integral to your team building and to learning the theory which you will be using in the Services Design project.
3. After we finish the first two weeks in which the teams will be completing Assignments #1 and #2, the class schedule will be as follows: Please sit together in your teams. The first class in each week will cover the main chapters assigned for the week. We will refer to PowerPoint slides in this class and use current applied examples from the business world that are relevant. The second class in each week we will break into your teams to work on applying the theory directly to your client using role plays and discussions. Teams will work together to discuss, debate and then present to their classmates on their progress for the purposes of cross training other teams on issues common to all teams and to provide insight and knowledge to others. Class participation is critical.
4. All three parts of the project are to be completed using a written format and compiled in a professional looking final report. At the end of the course, the revisions to all parts must be completed for your final mark to be awarded and one copy must be delivered to your client.
5. Your professor will be available through Moodle and in office as advised by each professor teaching the course. This course requires extensive teamwork and onsite work with your client. Each student needs their own text.
6. It is advised that you set aside an additional 3 hours per week on this course to work on the Services Design project.

**Required Text**

Services Marketing: Integrating Customer Focus Across the Firm, Sixth Edition, Zeithaml, V.A., Bitner, M. & Gremler, D.D., McGraw-Hill ISBN 978-0-07-811205-8

## Course Schedule

Date		Topic/Content/Action Items	Textbook
Week of:		Wednesday, September 9 – First Day of Classes Monday, October 12 – Statutory Holiday Wednesday, November 11 – Statutory Holiday	
Sept	10	<b>Foundation for Services</b> Introduction to Services <i>Team Formation Begins, Read Chapters 1 and 2;</i>	
Sept	15	<b>Foundation for Services</b> Four Cell Model of Services; 8 P Model of Services Design <i>Read Team Assignment #1; Read Services Design Project Outlines Client Identification and Project Proposals</i>	Ch 1
Sept	17	<b>Focus on The Customer</b> Gaps Model of Service Quality <i>Work on Team Assignment#1 Team Assignment #1 due 3<sup>rd</sup> class; Commence Team Assignment #2</i>	Ch 2
Sept	22	<b>Understanding Customer Requirements</b> Customer Expectations of Service Customer Perceptions of Service <i>Team Assignment # 2 due either 1<sup>st</sup> or 2<sup>nd</sup> class; Schedule Company Selection for Part 1</i>	Ch 3,4
Sept	24	<b>Mini Exam #1</b>	Ch 1-4
Sept	29	<b>Provider Gap 1 Listening to Customers Through Research</b> Effective Listening Strategies <i>Company Selections are underway and Part 1 research underway Part 1 report writing and proofing is underway</i>	Ch 5
Oct	01	<b>Provider Gap 1 Listening to Customers Through Research</b> Building Customer Relationships Service Recovery	Ch 6,7
Oct	06	<b>Team &amp; Professor Meetings – midpoint assessment</b> <i>Project Part 1 Due</i>	
Oct	08	<b>Mini Exam #2</b>	Ch 5-7
Oct	13	<b>Provider Gap 2 Aligning Service Designs and Standards</b> Service Scripts and Moments of Truth Service Blueprints <i>Project Part 1 Handed Back for Revisions; Start Client Interviews for service scripts; moments of truth; services blueprints and standards;</i>	Ch 8
Oct	15	<b>Provider Gap 2 Aligning Service Designs and Standards</b> Customer-Defined Service Standards Physical Evidence and the Servicescape <i>Part 2 report writing and proofing is underway</i>	Ch 9, 10
Oct	20	<b>Mini Exam #3</b>	Ch 8-10
Oct	22	<b>Provider Gap 3 Service Performance - Delivering the Service</b> Employees' Roles in Service Delivery Customers' Roles in Service Delivery <i>Part 2 report writing and proofing is underway</i>	Ch 11, 12

Oct	27	<b>Provider Gap 3 Service Performance - Delivering the Service</b> Employees' Roles in Service Delivery Customers' Roles in Service Delivery <i>Part 2 report writing and proofing is underway</i>	Ch 12, 13
Oct	29	<b>Provider Gap 3 Service Performance - Delivering the Service</b> Managing Demand & Capacity <i>Project Part 2 Due</i>	Ch 13
Nov	03	<b>Mini Exam #4</b>	Ch 11-13
Nov	05	<b>Provider Gap 4 Managing Service Promises</b> Integrated Services Marketing Communications <i>Project Part 2 Handed Back for Revision; Part 3 report writing and proofing is underway</i>	Ch 14, 15
Nov	10	<b>Provider Gap 4 Managing Service Promises</b> Integrated Services Marketing Communications <i>Part 3 report writing and proofing is underway</i>	Ch 15, 16
Nov	12	<b>Provider Gap 4 Managing Service Promises</b> Service & The Bottom Line <i>Project Part 3 report and final report due;</i>	Ch 16
Nov	17	<b>Mini Exam #5</b>	Ch 14-16
Nov	19	<b>Team &amp; Professor Meetings</b> <i>Work on Assignment 3 Team Assignment #3 due Project Part 3 report &amp; Final Project revisions returned</i>	
Nov	24-26	<b>Services Design Project – Group Interviews all week</b>	
Dec	1-7	<b>Services Design Project – Group Interviews all week</b>	
Dec	9-19	Final Exam Period	

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### **What are the Students’ Responsibilities to Avoid Plagiarism?**

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 7<sup>th</sup> edition (2019)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### **What are the Penalties for Plagiarism and Cheating?**

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.