

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF MANAGEMENT
DEPARTMENT OF MANAGEMENT AND ADMINISTRATION

Adopted by the FC (record №12/29.04.2024)

Adopted by the DC (record №10/16.04.2024)

ACCEPTED BY:

Dean:

(Assoc. Prof. Dobrin Dobrev, PhD)

SYLLABUS

SUBJECT: "SERVICE OPERATIONS MANAGEMENT"

DEGREE PROGRAMME: „Master of business administration“; MASTER`S DEGREE

YEAR OF STUDY: 6 ; SEMESTER: 11

TOTAL STUDENT WORKLOAD: 240 hours; incl. curricular 60 hours

CREDITS: 8

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR:		
incl.		
• LECTURES	30	2
• SEMINARS / LAB. EXERCISES	30	2
EXTRACURRICULAR	180	-

Prepared by:

1.
(assoc.prof. Silvia Blagoeva, PhD)

2.
(assist.prof. Stefan Kalpachev, PhD)

Head of department
of Industrial business and logistics:
(assoc.prof. Plamen Pavlov, PhD)

I. ANNOTATION

Operations management is a key element in improving the productivity of companies around the world. Creating competitive advantage through a firm's operations requires an understanding of the ways in which the operations function contributes to increasing productivity within the firm.

Training in the discipline aims to provide clear, structured and interesting knowledge about operations management in the service sector and its application in different industries and organizations. By studying the discipline, students acquire knowledge both about the logic of the implementation of operations management activities in the company, and about their consequences in a strategic aspect.

After completing the training in the discipline, students should be able to:

- determine the best ways and approaches for designing, managing supplies and implementing processes in the company;*
- understand how to determine the strategic direction of a given company from the point of view of operations management;*
- make decisions about which organization they should use, taking into account the specifics of the demand;*
- manage a unit that provides services.*

In the course of training in the discipline, the following key competencies are acquired and developed to the greatest extent:

- entrepreneurial competence – developing critical thinking, analytical skills and forecasting, designing, planning skills; acquisition of management skills, as well as teamwork, responsibility and social commitment skills;*
- mathematical competence - problem solving; formulating decisions, developing the ability to use and apply formulas, models, concepts.*

digital competence - creating presentations, ability to search and find relevant information, working with spreadsheets, creating arrays of data.

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
TOPIC 1. INTRODUCTION TO SERVICE OPERATIONS MANAGEMENT		2	2	
1.1.	Definition			
1.2.	Types of services			
1.3.	Types of service processes			
1.4.	Judging the success of a service operation			
TOPIC 2. THE SERVICE CONCEPT		2	2	
2.1.	The service concept defined			
2.2.	The service concept as a strategic tool			
2.3.	Focused and unfocused service operations			
TOPIC 3. SERVICE STRATEGY		4	4	
3.1.	Definition			
3.2.	Service as a competitive advantage			
3.3.	Turning performance objectives into operations priorities			
3.4.	Strategy formulation and development			
3.5.	Sustaining a strategy			

TOPIC 4. CUSTOMERS AND RELATIONSHIPS		2	2	
4.1.	Customers and customer segmentation			
4.2.	Customer retention			
4.3.	Managing customer relationships			
4.4.	Managing business relationships			
TOPIC 5. CUSTOMER EXPECTATIONS AND SATISFACTION		2	2	
5.1.	Customer satisfaction, service quality and confidence			
5.2.	Customer expectations			
5.3.	Defining expectations – service quality factors			
5.4.	Finding expectations and assessing satisfaction			
5.5.	Managing perceptions			
TOPIC 6. MANAGING SUPPLY RELATIONSHIPS		4	4	
6.1.	Types of supply relationships			
6.2.	Managing service supply chains			
6.3.	Managing through intermediaries			
6.4.	Supply partnerships			
6.5.	Service-level agreements			
TOPIC 7. SERVICE PROCESSES		4	4	
7.1.	Service processes			
7.2.	Content of service processes			
7.3.	'Engineering' service processes			
7.4.	Controlling service processes			
7.5.	Repositioning service processes			
TOPIC 8. SERVICE PEOPLE		4	4	
8.1.	Pressures on service providers			
8.2.	Managing and motivating service providers			
8.3.	Managing customers			
TOPIC 9. RESOURCE UTILIZATION		4	4	
9.1.	Capacity management			
9.2.	Operations planning and control			
9.3.	Managing bottlenecks and queues			
9.4.	Managing the coping zone			
9.5.	Improving resource utilization			
TOPIC 10. NETWORKS, TECHNOLOGY AND INFORMATION		2	2	
10.1.	How networks, technology and information are transforming services			
10.2.	Managing physical and virtual networks			
10.3.	Managing technology and information flows			
10.4.	Integrating networks, technology and information			
Total:		30	30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Individual work over specified topic	2	40
1.2.	Case studies	4	50
1.3.	E-test	1	30

	Total midterm control:	7	110
2.	Final term control		
2.1.	Examination (test)	1	60
	Total final term control:	1	60
	Total for all types of control:	8	180

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Slack, N., Johnston, R., Shulver, M., and Graham Clark. Service Operations management, 5 th edition, Pearson ed., 2021

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Johnston, R., and Graham Clark. Service operations management: Improving service delivery. Pearson education, 2nd edition, 2005.
2. Sanjeev K. Bordoloi, James A. Fitzsimmons, Mona J. Fitzsimmons. Service Management: Operations, Strategy, Information Technology. McGraw Hill, 10th edition, 2022
3. Haksever, C., and Barry Render. Service Management: An Integrated Approach to Supply Chain Management and Operations. FT press, 2013.
4. Bentley, N., and Richard Jeffery. Active operations management: The playbook for service operations in the agile age. Practical Inspiration Publishing, 2021.