

SYLLABUS

Course basic data	
Academic unit:	Faculty of Tourism and Environment
Course title:	Service Operations Management
Level:	Bachelor
Course status:	Mandatory
Year of study:	II
Number of hours per week:	3
Value in credits – ECTS:	5
Time / location:	
Course leader:	Prof. As. Dr. Artan Veseli
Contacting details:	artan.veseli@ushaf.net
Course description	
Course description	<p>This course will deal with the problems of operations management as an essential part of the overall enterprise management.</p> <p>Operations are responsible for the efficient management of these tasks and to find ways to improve, and to better meet business objectives and customer needs.</p>
Course aims:	<p>The purpose of this course is to study the operations management, the function of which is the transformation of inputs into outputs, services and products respectively. The basic aim of the course is to achieve effective management of this function, i.e., fulfillment of business objectives and customer needs. Another aim of this course is also the subject of personnel management (people), so as to fulfill the agreed terms of time, productivity levels and other business goals, while making basic skills enhancement of personnel.</p>
Learning outcomes:	<p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate theoretical and practical knowledge about the concepts and principles of operations management in tourism and hospitality; • Understand, analyze and interpret the activities and actions necessary for the effective operations management of an organization; • Analyze, evaluate, and present the results of the fieldwork; • Relate the existing literature of operations management in tourism and hospitality with practical experience.
Contribution in Student's learning (should correspond with Students learning outcomes)	

Activity	Hrs	Days/weeks	Total
Lectures	2	15	30
Theory/Lab exercises	1	15	15
Practical work			
Contact hours/consultations with lecturer	2	4	8
Exercises in the field (study visits)	3	2	6
Tests, seminars	1	1	1
Home work			
Student's independent study time (library or home)	3	15	45
Final preparation for exam	6	3	18
Time spent during assessment (tests, quizzes, final exam)	2	1	2
Projects, presentations, etc.			
Total			150

Teaching methodology:	<p>The course will take place in duration of 15 weeks, with 2 hours lectures per week, where the theoretical concepts will be treated and explanation will be provided about the management processes, and 1 hour in class group exercises. The exercises will be held in group where the real case studies will be analyzed and discussed in group. This way of organizing the exercises will help students to acquire the theoretical concepts logically and organically connect theory and practical aspects of business activity.</p> <p>Students will be subject to assessment during a test and a final exam at the end of the full cycle of this course.</p>
Assessment methods :	<p>Midterm test 20%</p> <p>Attendance and participation 10%</p> <p>Final exam 70% (Final exam will be comprised by different multiple choice questions, open questions, and a case study analysis)</p>
List of references	
Basic literature:	<ol style="list-style-type: none"> 1. Panariti, S., Menaxhimi i Operacioneve, Tiranë. 2. Johnston, R. Clark, G. 2005. Service Operations Management, 2nd Edition, Pearson Education Limited, Edinburgh Gate Harlow Essex CM20 2JE England
Additional literature:	Slack, N, Chambers, S & Johnson, R 2009, Operations Management, 6 th edn, Financial Times/ Prentice Hall, Harlow

Lectures timeline:	
Week	Lectures
Fist week:	Introduction to service operations management
Second week:	The service concept
Third week:	Customers and relationships with customers
Fourth week:	Customer expectations and satisfaction
Fifth week:	Managing supply relationships
Sixth week:	Study visit
Seventh week:	Service processes
Eighth week:	Student assessment – Midterm test
Ninth week:	Resource utilization
Tenth week:	Performance measurement
Eleventh week:	Linking operations decisions to business Performance
Twelwth week:	Study visit
Thirteenth week:	Service strategy
Fourteenth week:	Job design
Fifteenth week:	Operations challenges

Academic policies and rules of conduct:
Regular attendance, maintaining the order and active engagement in dialogue during lectures and exercises is compulsory.