**BA 291 – Business Process Management**

**Red Cedar Hall, RCH-216, Albany**

**Winter Quarter 2019, Starts January 8**

**LouAnn Spevacek**

Office:

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Office Hours:

T Red Cedar Hall 216 7-8 am

By Email – Saturday 7-8am

**Textbook** : Service Management: Operations, Strategy, Information Technology, 8th Edition, Fitzsimmons, Fitsimmons & Bordoloi, McGraw Hill Inc., 2014, 978-0-07-802407-8

**Prerequisities**: BA 101, Introduction to Business, and BA 275, Business Quantitative Methods.

**Purpose of Course:**

This course integrates management information systems with operations management and introduces a process-oriented view of the flows of material, information, products and services through/across functions within an organization.

**The course outcomes are as follows:**

* Model simple business processes in terms of people, activities, data, and materials.
* Recognize dependencies between business information and operational activities
* Assess the documented business processes using key operations characteristics efficiency, quality, flexibility, costs, customization, etc
* Relate the characteristics of a business process with the process behavior through simulation.
* Diagnose problems and formulate improvements to observed processes and estimate the effects.
* Express and explain the concept of TQM total quality management and ERP enterprise resources planning.

**Exams/Grading/Participation**

|  |  |
| --- | --- |
| Exams - Mid-term & Final (100 points/exam) | 200 |
| Class Participations (10 points/class) | 100 |
| Case Projects (10 points/project) | 100 |
| Team Projects (20 points/project) | 100 |
| CEO Project | 50 |
| Total | 550 |

**Expectations**

1. Be Honest – Please do not lie, cheat, or make up excuses.
2. Turn assignments in on time.
3. I understand if you may be embarrassed to come and talk to me but if you have a learning style that I am not explaining information for you to understand. PLEASE come and see me. I have three young adults who all have their own style of learning. Do not wait until after an exam or project to come see me. I want you to be successful.
4. Late homework submissions will be penalized 25% of the maximum points possible and will not be accepted any later than the first class session following the due date.
5. Your instructor may (at her discretion) give you the opportunity to redo homework assignments that do not deserve ‘pass’ credit. They will state “Please come see me” written on the front of your graded homework. IT IS YOUR RESPONSIBILITY TO MAKE SURE THAT YOU GET YOUR HOMEWORK RETURNED TO YOU. Your instructor will return all homework to you in class. If you miss that class, it is up to you to ask for your homework back. GRADED HOMEWORK NOT PICKED UP WITHIN A WEEK FROM IT BEING HANDED BACK IN CLASS, WILL NO LONGER BE ELIGIBLE FOR REDO.
6. Participation and engagement is critical in this class
7. PLEASE turn your cell phones off and be respectful to me and your peers, if you are on your phone during class I could stop class and wait for you to reengage or we could have a pop quiz. Don’t be surprised if you are caught.
8. My Office Hours will be on Tuesday from 7-8 am in the classroom. ***I will also be accessible on email for 1 hour on Saturday from 7-8p.***
9. ***I like to have fun, my goal is to challenge each of you BUT I want you to enjoy coming to class.***

**Tips on How to be successful in this class:**

* Read your assigned texts before you come to class! Make notes while reading.
* Come to class.
* Take notes in class!!
* !! Review notes after class!!! (Don’t wait too long)
* Mark the things you do not quite comprehend and if you cannot figure them out (try!!), see the instructor.
* Word to the wise: Some things in this course are not immediately obvious. If you lose track in class, DO NOT RELINQUISH YOUR ATTENTION!!
* Ask for clarification! Ask questions!
* Keep making notes and try working them out later. If you remain stuck, see your instructor.
* Homework assignments:
  + The primary purpose of the homework is for you to practice mastering of the materials discussed in class.
* !!! READ ASSIGNMENT CAREFULLY AND COMPLETELY!!!
* **McGraw Learning has great tools, how many of you have access to it?**

**Exams:**

Examinations will generally require 1 ½ hours to complete and of course you will have the normal class time to work on the test. The format will be essay, short answer, and quantitative problems. The exams will be closed books/notes and appropriate memory aids are included in test documentations. Exam dates are indicated on the “Tentative Outline”. Exam must be taken on the dated scheduled unless prior arrangements have been made. If the mid-term exam is missed, and you have compelling and documented circumstances (job conflicts, oversleeping, car trouble, travel delays and traffic jams are NOT acceptable reasons), at my discretion, I will “double” the comprehensive final exam score in lieu of the mid-term score.

**Final course grades** will be determined based on the following point system. The following number –to letter grade scale will be used for computing the (final) course letter grade:

|  |  |  |
| --- | --- | --- |
| Letter Grade | Number grade 0-100 |  |
| A | 90 > grade < 100 | 495-550 |
| B | 80 > grade < 89.9 | 440-494 |
| C | 70 > grade < 79.9 | 385-439 |
| D | 60 > grade < 69.9 | 330-384 |
| F | grade < 59.9 | <329.9 |

\*\* Notes on grades\*\*

*If you have a grade of 79.9%, I recognize it is a C and you would like me to round it up to 80 so you can get a B, especially when your peer has 80% and gets a B in the class. My suggestion to you, know your grades, know where you are at all times, and do not wait until final grades come out to ask your instructor if they will round up your grade. Plan ahead, work hard, ask questions, and do not allow yourself to be one of those getting a grade by 0.1%.*

**Veterans:** Veterans and active duty military personnel with special circumstances are welcome and encouraged to communicate these, in advance if possible, the instructor.

**Center for Accessibility Resources:** Students who may need accommodations due to documented disabilities, or who have medical information which the instructor should know, or who need special arrangements in an emergency, should speak with the instructor during the first week of class. If you believe you may need accommodations, but are not yet registered with CFAR, please go to http://linnbenton.edu/cfar for steps on how to apply for services or call 541-917-4789.

**Academic Integrity:** Students are expected to follow College policies regarding academic integrity as articulated in the Students’ Rights and Responsibilities Handbook [http:www.linnbenton.edu/studentrights/standards.html]. You will receive an F in the course if you are found to be involved in academic dishonesty (cheating, plagiarism, etc.).

**LBCC Comprehensive Statement of Nondiscrimination** LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, and use of native language, national origin, sex, sexual orientation, marital status, disability, veteran status, age, or any other status protected under applicable federal, state, or local laws. (For further information http://po.linnbenton.edu/BPsandARs/1015%20-%20Nondiscrimination%20Policy.pdf )

**Syllabus** This syllabus and outline are a guide, not a contract. They will change during the term as I attempt to provide the most compelling and useful learning experience possible. If things do not make sense, please talk with me. As changes are made, I will announce them in class or on share them with you via google docs. You should check the syllabus at least once a week for course updates. Not reading the syllabus does not constitute a valid excuse for missing a milestone.

**Syllabus**

**BA 291 – Winter 2019**

**SERVICE MANAGEMENT**

**Session Topic Case-Due Next Class Source**

**Module 1: Services and the Economy**

January 8 Introduction

January 10 The Service Economy Village Volvo (1/15) Chap 1

January 15 Service Strategy/Market Positioning Alamo Drafthouse (1/17) Chap 2

**Module 2: Creating Breakthrough Services**

January 17 The Service Delivery System Amazon.com (1/22) Chap 3

January 22 The Service Encounter Amy’s Ice Cream (1/29) Chap 4

(Due to Illness)

January 24 Out sick Email Suggestions (1/24)

January 29 Supporting Facility & Amy’s Ice Cream Chap 5

Process Flows

January 31 Service Quality Central Market Chap 6

February 5 Service Quality The Complaint Letter Chap 6

February 7 Exam 1 Chapter 1-6

February 12 Process Improvement Sonora County Sheriff Chap 7

**Module 3: Managing Service Operations**

February 14 Managing Waiting Lines Eye’ll Be Seeing You Chap 12

February 19 Capacity Planning Pronto Pizza Chap 13

February 21 Managing Service Inventory Last Resort Restaurant Chap 15

February 26 Managing Service Projects Whittier County Hospital Chap 16

March 5 Capacity Planning Pronto Pizza Chap 13

March 7 Service Facility Location Athol Furniture, Inc. Chap 8

March 12 Presentation **Due:** PROJECT PAPER

March 14 Final Exam Review

March 19 Final Exam March 19, 2019 – 7:30am – 9:20am