

## SYLLABUS

Course basic data	
<b>Academic unit:</b>	<b>Faculty of Tourism and Environment</b>
<b>Course title:</b>	<b>Service Operations Management</b>
<b>Level:</b>	<b>Bachelor</b>
<b>Course status:</b>	<b>Mandatory</b>
<b>Year of study:</b>	<b>II</b>
<b>Number of hours per week:</b>	<b>4</b>
<b>Value in credits – ECTS:</b>	<b>5</b>
<b>Time / location:</b>	
<b>Course leader:</b>	
<b>Contacting details:</b>	
Course description	
<b>Course description</b>	<i>This course will deal with the problems of operations management as an essential part of the overall enterprise management. 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.</i>
<b>Course aims:</b>	<i>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.</i>
<b>Learning outcomes:</b>	<p><i>Upon successful completion of this module, students will be able to:</i></p> <ul style="list-style-type: none"> <li><i>- demonstrate theoretical and practical knowledge about the concepts and principles of management in tourism and hospitality operations,</i></li> <li><i>- be able to understand, analyze and interpret the activities and actions necessary for the effective management of an organization's operations,</i></li> <li><i>- be able to analyze, evaluate, and present the results of the fieldwork,</i></li> <li><i>- relate the existing literature of tourism and hotel management with practical experience.</i></li> </ul>
Contribution in Student's learning ( should correspond with Students learning	

outcomes)			
Activity	Hrs	Days/weeks	Total
Lectures	4	15	60
Practical work			
Contact hours/consultations with lecturer	1	1	1
Exercises in the field			
Tests, seminars			
Home work			
Student's independent study time (library or home)	4	15	45
Final preparation for exam	6	3	18
Time spent during assessment (tests, quizzes, final exam)	2		2
Projects, presentations, etc.			
<b>Total</b>			<b>126</b>
<b>Teaching methodology:</b>			
	<i>Lectures and discussion, individual and group work, study visits.</i>		
<b>Assessment methods :</b>			
	<i>Midterm test 20% Attendance and participation 10% Final exam 70% (Final exam will be comprised by different multiple choice questions, open questions, and a case study analysis)</i>		
<b>List of references</b>			
<b>Basic literature:</b>			
	1. Prof.dr.Suzana Panariti „Menaxhimi i Operacioneve” Tirane		
<b>Additional literature:</b>			
	1. Cooper C et al (2008) <i>Tourism: Principles and Practices</i> . Longman. 2. Jack R.Meredith,Scott M.Shafer, <i>Operations Management for MBAs/Edition 4,2009, Publisher: Wiley,John &amp; Sons.</i> 3. Jay Heizer,Barry Render, <i>Principles of Operations Management/Edition 8by Publisher: Prentice Hall,</i>		
<b>Lectures timeline:</b>			
<b>Week</b>	<b>Lectures</b>		
<b>Fist week:</b>	<i>Introduction to service operations management</i>		
<b>Second week:</b>	<i>The service concept;</i>		
<b>Third week:</b>	<i>Customers and relationships</i>		
<b>Fourth week:</b>	<i>Customer expectations and satisfaction</i>		

<b>Fifth week:</b>	<i>Managing supply relationships</i>
<b>Sixth week:</b>	<i>Service processes</i>
<b>Seventh week:</b>	<i>Student assessment – Midterm test</i>
<b>Eighth week:</b>	<i>Service people</i>
<b>Ninth week:</b>	<i>Resource utilization</i>
<b>Tenth week:</b>	<i>Performance measurement</i>
<b>Eleventh week:</b>	<i>Linking operations decisions to business Performance</i>
<b>Twelwth week:</b>	<i>Driving operational improvement</i>
<b>Thirteenth week:</b>	<i>Service strategy</i>
<b>Fourteenth week:</b>	<i>Service culture</i>
<b>Fifteenth week:</b>	<i>Operational complexity</i>

**Academic policies and rules of conduct:**

Regular attendance, maintaining the order and active engagement in dialogue during lectures and exercises is compulsory.