

Syllabus BA 291 Business Process Management Linn Benton Community College

Course Name, Number, & Section

BA 291 Business Process Management - CRN 43492

Class Meeting Time

8:30am - 10:20am Tuesdays and Thursdays or **online** - following the Linn Benton calendar.

Class Meeting Place & Location

Benton Center, Corvallis, OR

Room - BC 204

Online

Instructor Name, & Contact Information

Josh Bennett

bennetj@linnbenton.edu

Please note that the spelling of my actual name and my email address are different.

Course Information & Description

This course is intended to prepare students for management opportunities in service firms, which represent the fastest-growing sector of the economy. The class will study service operations management and address customer interactions. Service managers must blend marketing, operations, strategy, organizational issues, technology, people, and information to achieve a distinctive competitive advantage. Outstanding service organizations are managed differently than their "merely good" competitors. Actions are based on totally different assumptions about the way success is achieved. The results show not only in terms of conventional measures of performance, but also in the enthusiasm of the employees and quality of customer satisfaction. Service firms have unique characteristics that challenge managers. For example, service firms are people-oriented because of the direct interaction with customers. Customers usually participate in the service process, often with direct and uncensored interactions with employees and facilities. The resulting variations in demand present a challenge to the operations manager to use effectively the perishable service capacity that results because production and consumption occur simultaneously. The strategic focus also should provide entrepreneurially-inclined students with the foundation to gain competence when designing their own service businesses.

Course Content

- Service Economy
- Service Strategy
- New Service Development
- Service Encounter
- Supporting Facility and Process Flow
- Service Quality
- Process Improvement
- Facility Location
- Supplier Relationships
- Globalization of Services
- Managing Capacity and Demand
- Capacity Planning and Queuing

- Service Inventory
- Managing Service Projects

Student Learning Outcomes, Goals, & Objectives

At the end of the course, the student will be able to :

- Describe the central role of services in an economy
- Describe how services compete in the marketplace
- Understand the sources of service sector growth
- Describe the roles of technology in service encounters
- Understand the impact of servicescape
- Understand the dimensions of service quality
- Use quality tools for process analysis
- Understand the impact of geography on locations
- Contrast physical goods with service goods
- Identify expansion strategies
- Match capacity and demand for services
- Use queuing models
- Use forecasting models for service systems
- Understand the role of information technology and inventory
- Describe project management and path analysis

Methods of Instruction

Discussion, Lecture, Readings, Videos, Case Studies, Speakers, Online Materials

Outside Assignments / Homework

- Read assigned texts
- Watch assigned videos
- Review and analyze case studies
- Finish all assignments

Online: Complete assigned materials - because the course is online, please turn in materials in a timely manner - there will be ample time for completing all projects.

Classroom: Students will be given classroom time to work on many of the assignments. However, several assignments will require the student to perform work outside of the normal classroom time. When this occurs, the assignments will be explained and it is expected that the students complete the homework in a timely and professional manner.

Further Information

Students will be required to perform tasks in an online environment. Due to the lead time and brevity of the course, some materials may be added or omitted during the semester. Please communicate with me regarding any issues you have and we will try to work through them together. Also, please remember to be patient with me, as I will encounter difficulties using this format along the way and will do my best to work through the issues as well. I hope you will find it challenging and engaging. I will expect that you put forth your best efforts. But keep this in mind - in school, business, life, you only get out what you are willing to put in. This class will be what you make it.

Office Hours

Online: Please send an email. If we need to speak by phone, a time can be arranged.

In person: Not available this semester. It is advisable to make an appointment to meet with me. The office is shared and it is possible that other instructors may need the room on a specific time / day. Please send an email or speak with me in person to set up a time.

- Room 223 at the Benton Center
- Tuesday 10:30-12:20pm
- Thursdays 10:30-11:20am

If you do not contact me, I will assume that everything is progressing as you desire. Do not wait until the end of the semester to see me and address an issue - it will be too late.

Materials

- Access to the internet, LB accounts, and Google Classroom
- Pen, pencil, highlighter, or other writing instrument
- Agenda to keep classwork organized (planner, calendar, phone app)
- Text - should be included with your tuition
 - Service Management
 - Authors: Bordoloi and Fitzsimmons
 - Publisher: McGraw-Hill Education 2019
 - ISBN: 978-1259-78463-7
 - MHID: 1-259-78463-0

Student Email Account & Instructional Technologies

Students have a Linn Benton account and may access a variety of useful tools at:

www.linnbenton.edu

Teaching Philosophy

I believe every student can learn. I accept the responsibility to create a learning environment conducive to optimum achievement academically, socially, and emotionally. I actively pursue excellence and hold high expectations for my students and myself.

Student Responsibilities and Expectations

Students will value one another as unique and special individuals. Students will not make fun of a person's mistakes nor use sarcasm or put downs. Students will encourage each other to do their best and help one another whenever possible. Students will demonstrate respect in all facets of participation. Students should take responsibility for their own learning and success. Students should demonstrate kindness, compassion, and positivity toward one another.

- You are responsible for your own learning
- Manage your time and deadlines
- Work effectively in groups and deliver quality material
- Grow in your ability to use technology
- Learn to communicate in a variety of styles

Participation

Online: participation will be limited to online assignments.

In person: Arrive on time with assignments complete. Our daily classes will include many discussions; please engage in these discussions, display respect toward classmates, and

encourage one another. Be supportive of class goals and norms. It is important to demonstrate maturity and show respect for yourself and others during our classroom time. Looking at your phone for non class related information is not participating.

Other Daily Responsibilities

NA for online

Restroom:

Choose your time wisely – you will be responsible for what you missed while out of the classroom. We will take a short break, usually about the midpoint of our class time.

Electronic Devices:

Please keep it off and out of sight unless specifically asked to use it for academic purposes, like looking something up, or adding a deadline to a calendar.

Due Dates for Readings, Assignments, Tests, Projects

Specific assignment due dates will be given to the student as the semester progresses. Assignments will be added online and available for students 24/7.

Grading Method & Scale

A traditional grading scale will be used. Grades are not given, they are earned. Students will receive grades on assessments and projects throughout the semester. All assignments given to a student are expected to be completed as part of the learning process and all assignments may be graded. However, all assignments may not be included in the students' final grade.

Assessments will include, but may not be limited to: Notes, Tests, Presentations, Cumulative Exams, Participation.

Grading scale:

- A = 90 – 100 %
- B = 80 – 89 %
- C = 70 – 79 %
- D = 60 – 69 %
- F = 0 – 59 %

Resources

Web-based:

Resources will be updated continually online.

Study groups / halls

No formal study groups will be organized, however students are encouraged to form online groups and help each other succeed.

Attendance / Lateness Policy

Online: attendance will follow the LBCC policy.

In person: You are expected to attend each class meeting. I do not need to be notified of any absences unless there is an assignment or test on the day you are absent. The attendance policy for the class will follow the attendance policy for LBCC. You may be dropped from the course if you fail to comply with the attendance requirements.

Late Work Policy

It is the responsibility of the student to ask about missed work on the day s/he returns to school. Do not expect the instructor to come to you about what you have missed. If you are

absent, get the information from the website, instructor, or a classmate on and turn it in on the next regularly scheduled class day. Absences will be considered for any work that is not turned in on specific due dates, however, late work is accepted at the discretion of the instructor. Students will have ample opportunity to complete assignments. Taking advantage of that time is the student's responsibility. Assignments turned in late and that do not follow these guidelines will NOT be accepted.

Missed Test Policy

Similar to the Late Work Policy, it is the responsibility of the student to ask about missed work (including tests). Do not expect the instructor to come to you about what you have missed. You should speak with the instructor regarding missed tests.

Extra Credit Policy

Extra credit may be offered for specific activities given by the instructor, i.e. attending a business conference. Otherwise, extra credit will NOT be offered. Students are expected to complete the assigned course material to the best of their ability and will be graded on those assignments.

Accessibility Policy

LBCC is committed to inclusiveness and equal access to higher education. If you have approved accommodations through the Center for Accessibility Resources (CFAR) and would like to use your accommodations in class, please talk to your instructor as soon as possible to discuss your needs. If you believe you may need accommodations but are not yet registered with CFAR, please visit the CFAR Website for steps on how to apply for services or call (541) 917-4789.

Statement of inclusion

To promote academic excellence in learning environments that encourage multiple perspectives in the free exchange of ideas, all courses at LBCC will provide students the opportunity to interact with values, opinions, and/or beliefs different than their own in a safe, positive, and nurturing learning environment. LBCC is committed to producing culturally literate individuals capable of interacting, collaborating, and problem-solving in an ever-changing community and diverse workforce.

LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, gender, gender identity, marital status, disability, veteran status, age, or any other status protected under applicable federal, state, or local laws.

Title IX reporting policy

If you are another student are the victim of any form sexual misconduct (including, dating/domestic violence, stalking, sexual harassment), or any form of gender discrimination, LBCC can assist you. You can report a violation of our sexual misconduct policy directly to our Title IX Coordinator. You may also report the issue to faculty members, who are required to notify the coordinator, or you may make an appointment to speak confidentially to our Advising and Career Center by calling 541-917-4780.

Public safety/campus security/emergency resources:

In an emergency, call 911. Also, call the LBCC campus security/public safety office at 541-926-6855 or 541-917-4440.

From any LBCC phone, he may alternatively dial extension 411 or 4440. LBCC has a public safety app available for free. You are encouraged to download it. Public safety is the home for LBCC lost and found. They also provide escorts for safety when needed.

Syllabus Change Policy

Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change.