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**FIT5157 Services science - Semester 1, 2011**

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FIT5157 Services science - Semester 1, 2011

Services science draws from the social sciences, business, and engineering technology and applies scientific methods to the design and management of services. The use of IT is a crucial and essential part of services science and an understanding this area is of major importance to IT students. In the current business environment IT techniques and skills have become essential to successfully manage operations, services and projects. The focus of this unit is to provide students with sufficient knowledge of modern services science and business operations, concepts, and modern software, to work effectively in service operations roles in industry and government.

Mode of Delivery

Caulfield (Day)

Contact Hours

2 hrs lectures/wk, 2 hrs laboratories/wk

Workload

Students will be expected to spend a total of 12 hours per week during semester on this unit. This includes:

- two-hour lecture
- two-hour tutorial
- a minimum of 2-3 hours of personal study per one hour of contact time in order to satisfy the reading and assignment expectations.
- You will need to allocate up to 5 hours per week in some weeks, for use of a computer, including time for newsgroups/discussion groups.

Unit Relationships

Prerequisites

Students are expected to have a background in IT, Engineering or Science.

Chief Examiner

Rod Martin

Campus Lecturer

Caulfield

Lecturer: Mary Poh Lim
Learning Objectives

At the completion of this unit students will:

- understand how service businesses operate and evolve;
- understand the management principles, concepts and standards that guide service operations and project management practices;
- be able to specify the organisational capabilities to support service operations management;
- have the skills to design and develop an appropriate management structure for service operations and the management of service projects.

Graduate Attributes

Monash prepares its graduates to be:

1. responsible and effective global citizens who:
   a. engage in an internationalised world
   b. exhibit cross-cultural competence
   c. demonstrate ethical values

critical and creative scholars who:

   a. produce innovative solutions to problems
   b. apply research skills to a range of challenges
   c. communicate perceptively and effectively

Assessment Summary

Examination (2 hours): 50%; In-semester assessment: 50%

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Value</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Study</td>
<td>30%</td>
<td>6 May 2011</td>
</tr>
<tr>
<td>Numerical Questions</td>
<td>20% total</td>
<td>6 May 2011 (Mathematical Optimization), 13 May 2011</td>
</tr>
<tr>
<td>Assignment</td>
<td>(5% per topic)</td>
<td>20 May 2011 (Inventory Control), 20 May 2011 (Project Management), 27 May 2011 (Accounting)</td>
</tr>
<tr>
<td>Examination 1</td>
<td>50%</td>
<td>To be advised</td>
</tr>
</tbody>
</table>

Teaching Approach

Lecture and tutorials or problem classes

This teaching and learning approach provides facilitated learning, practical exploration and peer learning.

Lectures will present the concepts and include examples of each concept.

Tutorials will concentrate on software examples of the concepts taught in lectures and where appropriate, particular topics will be taught in tutorials rather than in lectures.
Feedback

Our feedback to You

Types of feedback you can expect to receive in this unit are:

- Informal feedback on progress in labs/tutes
- Graded assignments with comments
- Graded assignments without comments
- Solutions to tutes, labs and assignments

Your feedback to Us

Monash is committed to excellence in education and regularly seeks feedback from students, employers and staff. One of the key formal ways students have to provide feedback is through SETU, Student Evaluation of Teacher and Unit. The University's student evaluation policy requires that every unit is evaluated each year. Students are strongly encouraged to complete the surveys. The feedback is anonymous and provides the Faculty with evidence of aspects that students are satisfied and areas for improvement.

For more information on Monash's educational strategy, and on student evaluations, see:
http://www.policy.monash.edu/policy-bank/academic/education/quality/student-evaluation-policy.html

Previous Student Evaluations of this unit

If you wish to view how previous students rated this unit, please go to https://emuapps.monash.edu.au/unitevaluations/index.jsp

Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date*</th>
<th>Activities</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>21/02/11</td>
<td>No formal assessment or activities are undertaken in week 0</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>28/02/11</td>
<td>Introduction - Role and Nature of Services</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>07/03/11</td>
<td>Service Strategy</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>14/03/11</td>
<td>Service Blueprint and Process Design</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>21/03/11</td>
<td>Technology in Service</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>28/03/11</td>
<td>Service Quality &amp; Benchmarking</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>04/04/11</td>
<td>Service Facility Location - Marketing</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>11/04/11</td>
<td>Mathematical Optimization</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>18/04/11</td>
<td>Mathematical Optimization - Simplex Method</td>
<td></td>
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Mid semester break
Assessment Policy

To pass a unit which includes an examination as part of the assessment a student must obtain:

- 40% or more in the unit's examination, and
- 40% or more in the unit's total non-examination assessment, and
- an overall unit mark of 50% or more.

If a student does not achieve 40% or more in the unit examination or the unit non-examination total assessment, and the total mark for the unit is greater than 50% then a mark of no greater than 49-N will be recorded for the unit.

Assessment Tasks

Participation

Tutorial Participation:
Students are expected to complete the tasks assigned during tutorials and actively participate in discussions.

- Assessment task 1

  Title: Case Study
  Description: A case study of a service business in groups of 2 students. The case study will involve planning out the operations of a service business, estimating financial aspects, and preparing a project plan and a marketing plan to build and start the business. Variations on this description are invited.
  Weighting: 30%
  Criteria for assessment:
The criteria for assessment will be a subjective assessment of your case study.

**Due date:**
6 May 2011

### Assessment task 2

**Title:**
Numerical Questions Assignment

**Description:**
A small exercise on each of the numerical topics: (1) Mathematical Optimization, (2) Inventory Control, (3) Project Management, (4) Accounting

**Weighting:**
20% total (5% per topic)

**Criteria for assessment:**
Assessment will be based on about 50% correct answers and 50% on the method and logical approach to each question.

**Due date:**
6 May 2011 (Mathematical Optimization), 13 May 2011 (Inventory Control), 20 May 2011 (Project Management), 27 May 2011 (Accounting)

### Examinations

**Examination 1**

**Weighting:**
50%

**Length:**
2 hours

**Type (open/closed book):**
Closed book

**Electronic devices allowed in the exam:**
None

### Assignment submission

Assignment coversheets are available via "Student Forms" on the Faculty website:
http://www.infotech.monash.edu.au/resources/student/forms/
You MUST submit a completed coversheet with all assignments, ensuring that the plagiarism declaration section is signed.

### Extensions and penalties

Submission must be made by the due date otherwise penalties will be enforced.

You must negotiate any extensions formally with your campus unit leader via the in-semester special consideration process:
Returning assignments

Students can expect assignments to be returned within two weeks of the submission date or after receipt, whichever is later.

Referencing requirements

Referencing internet and electronic sources, Harvard reference style:

IEEE referencing:
http://www.lib.monash.edu/tutorials/citing/ieee.html

Policies

Monash has educational policies, procedures and guidelines, which are designed to ensure that staff and students are aware of the University's academic standards, and to provide advice on how they might uphold them. You can find Monash's Education Policies at:

Key educational policies include:

- Plagiarism
  (http://www.policy.monash.edu/policy-bank/academic/education/conduct/plagiarism-policy.html)
- Assessment
- Special Consideration
  (http://www.policy.monash.edu/policy-bank/academic/education/assessment/special-consideration-policy.html)
- Grading Scale
  (http://www.policy.monash.edu/policy-bank/academic/education/assessment/grading-scale-policy.html)
- Discipline: Student Policy
  (http://www.policy.monash.edu/policy-bank/academic/education/conduct/student-discipline-policy.html)
- Academic Calendar and Semesters (http://www.monash.edu.au/students/key-dates/)
- Orientation and Transition (http://www.infotech.monash.edu.au/resources/student/orientation/); and
- Academic and Administrative Complaints and Grievances Policy
  (http://www.policy.monash.edu/policy-bank/academic/education/management/complaints-grievance-policy.html)

Student services

The University provides many different kinds of support services for you. Contact your tutor if you need advice and see the range of services available at www.monash.edu.au/students. The Monash University Library provides a range of services and resources that enable you to save time and be more effective in your learning and research. Go to http://www.lib.monash.edu.au or the library tab in my.monash portal for more information. Students who have a disability or medical condition are welcome to contact the Disability Liaison Unit to discuss academic support services. Disability Liaison Officers (DLOs) visit all Victorian campuses on a regular basis.

- Website: http://adm.monash.edu/sss/equity-diversity/disability-liaison/index.html;
- Telephone: 03 9905 5704 to book an appointment with a DLO;
- Email: dlu@monash.edu
• Drop In: Equity and Diversity Centre, Level 1 Gallery Building (Building 55), Monash University, Clayton Campus.

Other Information

Lecture notes, tutorial exercises and worked examples will be available on Blackboard.