

SOUTHEAST COMMUNITY COLLEGE
BUSINESS DIVISION
Business Administration Program
Revision Date: 11/21/2025

I. CATALOG DESCRIPTION

Course Number: BSAD 2300

Course Title: Principles of Operations and Service Management

Prerequisite(s): None

Catalog Description: This course introduces the fundamental principles and practices of operations management. Student will explore topics related to the design, planning, control, and improvement of various business operations, emphasizing the principles and techniques used to optimize processes, enhance service quality, and achieve operational excellence in various industries. It covers key concepts and practical tools essential for effective operations and service management.

Credit Hours: 3.0

Class Hours: 45

Lab Hours: 0

Total Contact Hours: 45

II. COURSE OBJECTIVES: *Course will teach students to*

1. Understand the key concepts and principles of operations management.
2. Apply techniques for optimizing operations and processes within an organization.
3. Analyze real-world operations management problems and develop solutions.
4. Explain the role of technology in operations management.
5. Collaborate effectively in group projects related to operations management.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES

A. Student Learning Outcomes: *Students will be able to*

1. Define key concepts and principles in operations management, such as process design, capacity planning, and quality management.
2. Distinguish between service and manufacturing operations.
3. Evaluate the unique challenges and opportunities in managing service operations
4. Appropriately select and utilize mathematical tools/techniques to calculate potential solutions to common logistics issues.
5. Analyze and design processes for efficiency and effectiveness.
6. Apply process improvement tools and techniques, such as Six Sigma or Lean, to enhance operations.
7. Understand the role of supply chains in operations,
8. Evaluate supply chain performance and recommend improvements.
9. Discuss quality management principles and methodologies.
10. Apply quality control and assurance techniques to enhance product and service quality.

B. General Education Learning Outcomes

1. GELO #3: Critical Thinking & Problem Solving

Outcomes:

1. Collect, identify, interpret and analyze data.
2. Synthesize information to arrive at reasoned solutions to problems.
5. Acquire and integrate knowledge and construct relationships across disciplines.

IV. INSTRUCTIONAL MATERIALS

- A. Required Text(s): Bordoloi, Fitzsimmons, & Fitzsimmons. *Service management: Operations, strategy, information technology* (Current Edition). McGraw Hill.
 - 1. McGraw Hill Connect is required for the course, which is included with the Ebook/DDA format
- B. Additional Readings: As provided by the instructor

V. METHODS OF PRESENTATION/INSTRUCTION

- A. Lecture
- B. Discussion
- C. Demonstration
- D. Application
- E. Online
- F. Distance Education

VI. METHODS OF EVALUATION

- A. Class Participation and Attendance: 10%
- B. Homework and Assignment: 30%
- C. Midterm Exam: 20%
- D. Group Project: 20%
- E. Final Exam: 20%

SCC STANDARD GRADING SCALE POLICY:

A+	95-100	C+	75-79
A	90-94	C	70-74
B+	85-89	D+	65-69
B	80-84	D	60-64
		F	Below 60