

35C00100 Service Operations and Strategies

Schedule of classes - Fall 2017 – version 28.11.

- 31.10. Tue **H-324** **Course introduction – Services and Strategies** (Textbook SSOM chapter 1)
Slides: Service Science, Management and Engineering (Spohrer)
Reading: Schmenner (2004)
- 2.11. Thu **G-112** **Manufacturing Operations** (SSOM chapter 6)
Slides: Manufacturing Operations; Operations Planning and Control Systems
Where Operations Meet Marketing - Chief Experience Officer
Readings: Jahnukainen and Vepsäläinen (1992 and 1998), Fine (2004)
- 7.11. Tue **H-324** **Process Analyses and Performance** (SSOM chapters 7, 9 and 14)
Slides: Process Flow Analyses; Effects of Process Variability
Reading: Kemppainen & Vepsäläinen (2007)
- 9.11. Thu **H-324** **Queueing and Scheduling Models**
Slides: Queueing Models of Operations; Operations Scheduling
Discussion of the term project
- 14.11. Tue **H-324** **Service Operations and Organization** (SSOM chapters 2 and 5)
Slides: AI Hangover every 20 Years - Is There a Cure?
Institutional and Operational Analysis of Services (2017)
Readings: Silvestro & al. (1992), Tinnilä&Vepsäläinen (1995), Vepsäläinen&Saarinen (1998)
- 16.11. Thu **G-112** **Case 1: Manzana Insurance**
Team reports due
Slides: Dynamic Lot Sizing
Material Flows, CONWIP and Theory of Constraints
- 21.11. Tue **H-324** **Digitalization and Extra-Industrial Business Models** (SSOM chapters 2 and 3)
Slides: Institutional and Operational Analysis of Services (2017) – Cont'd
Changing Strategy for Strategy
Readings: Kallio & al. (2000), Kemppainen&Vepsäläinen (2003)
- 23.11. Thu **H-324** **Case 2: Merrill Lynch** (SSOM chapters 12 and 13)
Optional team reports due
- 28.11. Tue **H-324** **Design of Service Delivery and Quality Review** (SSOM chapters 8, 10 and 11)
Discussion of the Term project & Review of the course
- 30.11. Thu **H-324** **Term Project: Operations and Strategic Management with Network Externalities**
Team reports due
Services and Business Models in the Platform Economy
- 5.12. Tue **G-112** **Term Project: Presentations/Discussions & Review of the course** (if needed)
- 7.12. Thu **G-112** **Exam in Class**
Final exam, first of four opportunities - No registration needed

Textbook:

Metters, King-Metters, Pullman & Walton (2006)

Successful Service Operations Management (SSOM)

ISBN:0324224370, Thompson South-Western (Cengage Learning) (2nd or newer edition)