

**RECEIVED**

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OFFICE OF THE  
SENATE COUNCIL**Course Information**

Date Submitted: 1/28/2014

Current Prefix and Number: RTM - Retailing &amp; Tourism Management, RTM 345 SERVICE MANAGEMENT

Other Course:

Proposed Prefix and Number: RTM345

What type of change is being proposed?

Major – Add Distance Learning

Should this course be a UK Core Course? No

**1. General Information**

a. Submitted by the College of: AGRICULTURE, FOOD AND ENVIRONMENT

b. Department/Division: Retailing &amp; Tourism Management

c. Is there a change in 'ownership' of the course? No

If YES, what college/department will offer the course instead: Select...

e. Contact Person

Name: Ying Lu

Email: tracy.lu@uky.edu

Phone: 8598066202

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

f. Requested Effective Date

Semester Following Approval: Yes OR Effective Semester:

**2. Designation and Description of Proposed Course**

a. Current Distance Learning (DL) Status: Please Add

b. Full Title: SERVICE MANAGEMENT

Proposed Title: Service Management

c. Current Transcript Title: SERVICE MANAGEMENT

Proposed Transcript Title: Service Management

d. Current Cross-listing: none

Proposed – ADD Cross-listing :

Proposed – REMOVE Cross-listing:

e. Current Meeting Patterns

LECTURE: 3

Proposed Meeting Patterns

LECTURE: 3

f. Current Grading System: ABC Letter Grade Scale

Proposed Grading System: *Letter (A, B, C, etc.)*

g. Current number of credit hours: 3

Proposed number of credit hours: 3

h. Currently, is this course repeatable for additional credit? No

Proposed to be repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester? No

2i. Current Course Description for Bulletin: A survey of the special characteristics, problems, and methods for managing service-oriented organizations. Students will learn principles of services and guest services management in order to see how they can be used in managing any service organization. The course also introduces quantitative techniques associated with managing organizations in the service sector. Upon completion of the course, the students will be able to apply the concepts to their work experiences.

Proposed Course Description for Bulletin: A survey of the special characteristics, problems, and methods for managing service-oriented organizations. Students will learn principles of service and guest service management in order to see how they can be used in managing any service organization. The course also introduces quantitative techniques associated with managing organizations in the service sector. Upon completion of the course, the students will be able to apply the concepts to their work experiences.

2j. Current Prerequisites, if any: HMT 120

Proposed Prerequisites, if any: HMT 120

2k. Current Supplementary Teaching Component:

Proposed Supplementary Teaching Component: No Change

3. Currently, is this course taught off campus? No

Proposed to be taught off campus? No

If YES, enter the off campus address:

4. Are significant changes in content/student learning outcomes of the course being proposed? No

If YES, explain and offer brief rationale:

5a. Are there other depts. and/or pgms that could be affected by the proposed change? No

If YES, identify the depts. and/or pgms:

5b. Will modifying this course result in a new requirement of ANY program? No

If YES, list the program(s) here:

6. Check box if changed to 400G or 500: No

## Distance Learning Form

Instructor Name: Ying Lu

Instructor Email: tracy.lu@uky.edu

Internet/Web-based: Yes

Interactive Video: No

Hybrid: No

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations? Students can interact with peers and instructor through discussion board on the Blackboard, UK emails and meeting the instructor in person during office hours. Yes, the syllabus conforms to University Senate Syllabus Guidelines.

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc. A DL student's learning experience and outcome are comparable to a classroom-based student's experience. A DL student uses the same textbook, class materials and has the same reading assignments, individual projects and exams. They are also able to interact with each other and the instructor via Blackboard. The course goals and objectives are the same.

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc. The Blackboard system utilizes student's @uky e-mail address as the default. Students log in the blackboard using their Linkblue ID. Also, it is the philosophy of the University of Kentucky that academic dishonesty is an unacceptable mode of conduct that will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with university regulations and procedures. In addition to receiving a failing grade in the course, discipline may also include suspension or expulsion from the university.

4. Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above? No.

If yes, which percentage, and which program(s)? Will be less than 25% of the program courses. It is the program of Hospitality Management and Tourism in the Department of Retailing & Tourism Management.

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting? Yes, it is similar. DL students have the same access to all class materials, UK library and all other learning resources.

6. How do course requirements ensure that students make appropriate use of learning resources? Students are required to go to Blackboard in order to access all course materials. They need to read the lecture PPTs and supplemental readings and submit their weekly assignment, exams and projects via the Blackboard. Therefore, students are required to make it a habit to check their UK email account regularly, or make arrangements to have their e-mail forwarded to the account they check most frequently.

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program. The Blackboard system utilizes students' @uky e-mail address as the default. Students are able to see all learning materials related to the course on the home page of class Blackboard. The instructor will use the Blackboard "communications" tab to send important information and announcements during the semester. Students could also use this tab or discussion board to communicate with the instructor or their individual peers or a particular project group.

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)? If students have technical problem to access the course materials, they can contact TASC. The information is included in the syllabus.

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? YES

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology. UK students could log in the Blackboard using their LinkBlue ID. As long as they can access the Blackboard, they will be able to access all class materials, communicate with peers and the instructor, and submit their assignments and exams.

10. Does the syllabus contain all the required components? YES

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name: Ying Lu

SIGNATURE|VPWICK0|Vanessa P Jackson|RTM 345 CHANGE Dept Review|20140128

SIGNATURE|LGRABAU|Larry J Grabau|RTM 345 CHANGE College Review|20140407

SIGNATURE|JMETT2|Joanie Ett-Mims|RTM 345 CHANGE Undergrad Council Review|20140507

**Courses** **Request Tracking**

**Course Change Form**

https://myuk.uky.edu/sap/bc/soap/rfc?services=

Open in full window to print or save

Generate R

**Attachments:**

Browse...

Upload File

ID	Attachment
Delete 3445	RTM 345 Syllabus-2014f.docx

First 1 Last

Select saved project to retrieve...

Get New

NOTE: Start form entry by choosing the Current Prefix and Number (\* denotes required fields)

<b>Current Prefix and Number:</b>	RTM - Retailing & Tourism Management RTM 345 SERVICE MANAGEMENT	<b>Proposed Prefix &amp; Number:</b> (example: PHY 401G)	RTM345
* What type of change is being proposed?		<input type="checkbox"/> Major Change <input checked="" type="checkbox"/> Major - Add Distance Learning <input type="checkbox"/> Minor - change in number within the same hundred series, exception for the same "hundred series" <input type="checkbox"/> Minor - editorial change in course title or description which does not in content or emphasis. <input type="checkbox"/> Minor - a change in prerequisite(s) which does not imply a change in content or emphasis, or which is made necessary by the elimination or sign alteration of the prerequisite(s) <input type="checkbox"/> Minor - a cross listing of a course as described above	
Should this course be a UK Core Course? <input type="radio"/> Yes <input checked="" type="radio"/> No			
If YES, check the areas that apply:			
<input type="checkbox"/> Inquiry - Arts & Creativity <input type="checkbox"/> Composition & Communications - II <input type="checkbox"/> Inquiry - Humanities <input type="checkbox"/> Quantitative Foundations <input type="checkbox"/> Inquiry - Nat/Math/Phys Sci <input type="checkbox"/> Statistical Inferential Reasoning <input type="checkbox"/> Inquiry - Social Sciences <input type="checkbox"/> U.S. Citizenship, Community, Diversity <input type="checkbox"/> Composition & Communications - I <input type="checkbox"/> Global Dynamics			
<b>1. General Information</b>			
a. Submitted by the College of:		AGRICULTURE, FOOD AND ENVIRONMENT	
		Submission Date: 1/28/2014	
b. Department/Division:		Retailing & Tourism Management	
c.* Is there a change in "ownership" of the course?			
<input checked="" type="radio"/> Yes <input type="radio"/> No      If YES, what college/department will offer the course instead? <input type="text" value="Select.."/>			
e.* * Contact Person Name:		Ying Lu      Email: tracy.lu@uky.edu      Phone: 8598066202	
* Responsible Faculty ID (if different from Contact):		Email:      Phone:	
f.* Requested Effective Date:		<input checked="" type="checkbox"/> Semester Following Approval      OR      Specific Term: 4	
<b>2. Designation and Description of Proposed Course.</b>			
a. Current Distance Learning(DL) Status:		<input type="radio"/> N/A <input type="radio"/> Already approved for DL* <input checked="" type="radio"/> Please Add <input type="radio"/> Please Drop	
*If already approved for DL, the Distance Learning Form must also be submitted unless the department affirms (by checking this box ) that the proposed changes do not affect DL delivery.			
b. Full Title:		SERVICE MANAGEMENT      Proposed Title: *      Service Management	
c. Current Transcript Title (if full title is more than 40 characters):		SERVICE MANAGEMENT	
c. Proposed Transcript Title (if full title is more than 40 characters):			



	<input type="radio"/> Service Learning <input type="radio"/> Both
<i>Proposed Supplementary Teaching Component:</i>	<input type="radio"/> Community-Based Experience <input type="radio"/> Service Learning <input type="radio"/> Both <input checked="" type="radio"/> No Change
<b>3. Currently, is this course taught off campus?</b>	<input type="radio"/> Yes <input checked="" type="radio"/> No
<b>* Proposed to be taught off campus?</b>	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, enter the off campus address:	
<b>4.* Are significant changes in content/student learning outcomes of the course being proposed?</b>	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, explain and offer brief rationale:	
<b>5. Course Relationship to Program(s).</b>	
<b>a.* Are there other depts and/or pgms that could be affected by the proposed change?</b>	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES, identify the depts. and/or pgms:	
<b>b.* Will modifying this course result in a new requirement<sup>Z</sup> for ANY program?</b>	<input type="radio"/> Yes <input checked="" type="radio"/> No
If YES <sup>2</sup> , list the program(s) here:	
<b>6. Information to be Placed on Syllabus.</b>	
a. <input type="checkbox"/>	Check box if <b>changed</b> to 400G or 500. <small>If <b>changed</b> to 400G- or 500-level course you must send in a syllabus and <i>you must include the differentiator</i> undergraduate and graduate students by: (i) requiring additional assignments by the graduate students; and establishing different grading criteria in the course for graduate students. (See SR 3.1.4.)</small>

### Distance Learning Form

This form must accompany every submission of a new/change course form that requests distance learning delivery. This form may be required when changing a course already approved for  
**All fields are required!**

**Introduction/Definition:** For the purposes of the Commission on Colleges Southern Association of Colleges and Schools accreditation review, **distance learning** is defined as educational process in which the majority of the instruction (interaction between students and instructors and among students) in a course occurs when students and instruct in the same place. Instruction may be synchronous or asynchronous. A distance learning (DL) course may employ correspondence study, or audio, video, or computer technc

A number of specific requirements are listed for DL courses. **The department proposing the change in delivery method is responsible for ensuring that the require below are satisfied at the individual course level.** It is the responsibility of the instructor to have read and understood the university-level assurances regarding an equi experience for students utilizing DL. (available at <http://www.uky.edu/USC/New/forms.htm>).

Course Number and Prefix: <input type="text" value="RTM345"/>	Date: <input type="text" value="1/27/2014"/>
Instructor Name: <input type="text" value="Ying Lu"/>	Instructor Email: <input type="text" value="tracy.lu@uky.edu"/>
Check the method below that best reflects how the majority of the course content will be delivered.	
Internet/Web-based <input checked="" type="checkbox"/>	Interactive Video <input type="checkbox"/>
Hybrid <input type="checkbox"/>	

**Curriculum and Instruction**

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to Univers Senate Syllabus Guidelines, specifically the Distance Learning Considerations?

Students can interact with peers and instructor through discussion board on the Blackboard, UK emails and meeting the instructor in person during office hours. Yes, the syllabus conforms to University Senate Syllabus

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goal assessment of student learning outcomes, etc.

A DL student's learning experience and outcome are comparable to a classroom-based student's experience. A DL student uses the same textbook, class materials and has the same reading assignments, individual projects and

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc.

The Blackboard system utilizes student's @uky e-mail address as the default. Students log in the blackboard using their Linkblue ID.

4. Will offering this course via DL result in at least 25% or at least 50%\* (based on total credit hours required for completion) of a degree program being offered via a DL, as defined above?

No.

Which percentage, and which program(s)?

Will be less than 25% of the program courses. It is the program of Hospitality Management and Tourism in the Department of Retailing & Tourism Management.

\*As a general rule, if approval of a course for DL delivery results in 50% or more of a program being delivered through DL, the effective date of the course's DL delivery is six months from the date of approval.

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting?

Yes, it is similar. DL students have the same access to all class materials, UK library and all other learning resources.

#### Library and Learning Resources

6. How do course requirements ensure that students make appropriate use of learning resources?

Students are required to go to Blackboard in order to access all course materials. They need to read the lecture PPTs and supplemental readings and submit their weekly assignment, exams and projects via the Blackboard.

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program.

The Blackboard system utilizes students' @uky e-mail address as the default. Students are able to see all learning materials related to the course on the home page of class Blackboard. The instructor will use the

#### Student Services

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)?

If students have technical problem to access the course materials, they can contact TASC. The information is included in the syllabus.

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)?

Yes  
 No

If no, explain how students enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

UK students could log in the Blackboard using their LinkBlue ID. As long as they can access the Blackboard, they will be able to access all class materials, communicate with peers and the instructor, and submit their

10. Does the syllabus contain all the required components, below?  Yes

- Instructor's *virtual* office hours, if any.
- The technological requirements for the course.
- Contact information for Distance Learning programs (<http://www.uky.edu/DistanceLearning>) and Information Technology Customer Service Center (<http://www.uky.edu/UKIT/Help/>; 859-218-HELP).
- Procedure for resolving technical complaints.
- Preferred method for reaching instructor, e.g. email, phone, text message.
- Maximum timeframe for responding to student communications.
- Language pertaining academic accommodations:
  - "If you have a documented disability that requires academic accommodations in this course, please make your request to the University Disability Resource Center. The Center will require current disability documentation. When accommodations are approved, the Center will provide me with a Letter of Accommodation which details the recommended accommodations. Contact the Disability Resource Center, Jake Karnes, Director at 859-257-2754 or [jkarnes@email.uky.edu](mailto:jkarnes@email.uky.edu)."
- Specific dates of face-to-face or synchronous class meetings, if any.
- Information on Distance Learning Library Services (<http://www.uky.edu/libraries/DLIS>)
  - Carla Cantagallo, DL Librarian
  - Local phone number: 859 257-0500, ext. 2171; long-distance phone number: (800) 828-0439 (option #6)
  - Email: [dllservice@email.uky.edu](mailto:dllservice@email.uky.edu)
  - DL Interlibrary Loan Service: [http://www.uky.edu/libraries/libpage.php?lweb\\_id=253&lib\\_id=16](http://www.uky.edu/libraries/libpage.php?lweb_id=253&lib_id=16)

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name:

Ying Lu



Abbreviations: DLP = Distance Learning Programs ATG = Academic Technology Group Customer Service Center = 859-218-HELP (<http://www.uky.edu/UKIT/Help>)

Revised 8/09

- ⚠ See comment description regarding minor course change. *Minor changes are sent directly from dean's office to Senate Council Chair.* If Chair deems the change as "n form will be sent to appropriate academic Council for normal processing and contact person is informed.
- ⚠ Courses are typically made effective for the semester following approval. No course will be made effective until all approvals are received.
- ⚠ Signature of the chair of the cross-listing department is required on the Signature Routing Log.
- ⚠ Removing a cross-listing does not drop the other course – it merely unlinks the two courses.
- ⚠ Generally, undergrad courses are developed such that one semester hr of credit represents 1 hr of classroom meeting per wk for a semester, exclusive of any lab meeting generally represents at least two hrs per wk for a semester for 1 credit hour. (See SR 5.2.1.)
- ⚠ You must *also* submit the Distance Learning Form in order for the course to be considered for DL delivery.
- ⚠ In order to change a program, a program change form must also be submitted.

Submit as New Proposal    Save Current Changes

**RTM 345**  
**Service Management**

**Instructor:** Dr. Ying (Tracy) Lu  
**Office Address:** 121 Erikson Hall  
**Email:** [tracy.lu@uky.edu](mailto:tracy.lu@uky.edu)  
**Office Phone:** 257-4332

**Office hours:** Tuesday and Thursday  
3:30 to 4:30 PM

**Teaching Assistant**

Ms. Tara Spotts  
Office: 300 Erikson Hall  
[tara.hackett@uky.edu](mailto:tara.hackett@uky.edu)  
Office hours:  
Monday 9-11am (China Time Monday 9-11pm), by appointment

This is a distance learning course. For the technological requirements for the course, please see UK's student technical requirements and recommendations at <http://www.uky.edu/DistanceLearning/current/technology/techReqs.html>

The course materials will be delivered via Blackboard. If you have any problem to access Blackboard and have questions regarding a distance class please contact Distance Learning Program (DLP)(<http://www.uky.edu/DistanceLearning/>; 859-257-3377) and Information Technology Customer Service Center ([www.uky.edu/UKIT/](http://www.uky.edu/UKIT/); 859-218-HELP).

**Course Description:**

A survey of the special characteristics, problems, and methods for managing service-oriented organizations. Students will learn principles of service and guest service management in order to see how they can be used in managing any service organization. The course also introduces quantitative techniques associated with managing organizations in the service sector. Upon completion of the course, the students will be able to apply the concepts to their work experiences.

**Course Objectives/Student Learning Outcomes:**

The objective of this course is to introduce students to the principles of service and guest services when managing a service organization. After completing this course, the student will be able to:

1. Describe the role, nature and strategies of services in an Economy.
2. Describe the structural and managerial elements of service process design.
3. Illustrate five dimensions of service quality and the methods for diagnosing

- service problems.
4. Describe tools for process analysis and problem solving.
  5. Use examples to illustrate the roles influences of technology in the service industry.
  6. Describe the strategies for managing capacity and demand.
  7. Identify the procedures for creating employee work schedules.
  8. Describe and explain the four principles of waiting line management with examples.
  9. Identify and differentiate the four domestic growth and expansion strategies and five global service strategies.
  10. Describe and apply demand forecasting model for a given situation.

### Required Textbook:

James A. Fitzsimmons, Mona J. Fitzsimmons (2013). *Service Management: Operations, Strategy, Information Technology, 8<sup>th</sup> Edition*. New York: McGraw-Hill/Irwin. ISBN: 978-0-07-802407-8

### Description of Course Activities and Assignments

This course includes different types of graded assignments designed to help the professor evaluate how well students have met the course learning objective. The five types of graded assignments are 1) Discussion Board Discussion, 2) midterm exam, 3), Individual Project, 4) Final Exam, 5) and Reading Assignments.

### Course Assignments

Course Assignment	Points Possible	Weight %
1. Discussion Board Discussion	200 points	20%
2. Reading Assignments	200 points	20%
3. Midterm Exam	150 points	15%
4. Final Exam	150 points	15%
5. Individual Project	300 points	30%
<b>Total</b>	<b>1000 points</b>	<b>100%</b>

### Summary Description of Course Assignments

1. **Discussion Board Discussion:** You are required to participate in weekly discussion boards. To earn full credit, each student is required to make at least two substantive postings to contribute to the topic of the week, contributing sufficiently to the discussion or assignment.
2. **Reading Assignments:** You will read two articles and answer the questions provided for each article. There are five reading assignments with ten articles in total throughout the semester. The deadline for submitting each assignment is stated in the class calendar.
3. **Midterm Exam:** Exam questions will consist of materials covered in the

textbook chapters, class lectures/speeches and discussions, videos and supplementary readings. Exam cannot be made up unless proper arrangements are made with the instructor in advance. The exam will be an online exam. Students in China will have a different schedule window from students in the U.S. to take the exam online via Blackboard.

4. **Final Exam:** Final exam is not cumulative. Date and time to be announced in advance. You may ask for a make-up time for the final exam only when you have a direct final exam conflict or you have more than two exams on one calendar day. The exam will be online exam. Students in China will have a different schedule window from students in the U.S. to take the exam online via Blackboard.
5. **Individual Project:** You will be writing a paper about your analysis of a service company based on seven dimensions related to customer service. Please read the project guideline for details.

## Course Grading

### Letter Grades

A = 90% to 100%	(i.e., 900 or more points)
B = 80% to 89%	(i.e., 800 to 899 points)
C = 70% to 79%	(i.e., 700 to 799 points)
D = 60% to 69%	(i.e., 600 to 699 points)
E = 59% or less	(i.e., 599 or fewer points)

**Bonus Points:** The instructor reserves the right to award up to 30 bonus points to students that make significant contributions to the success of this class. These points will be awarded to persons who frequently participate in class discussions, introduce interesting materials or other course related information in class or through posting on the course Website. These points will be awarded at the end of the semester.

## Final Exam Information

For students in the U.S.: December 18, Wednesday, 2pm, Rm 308, Erikson Hall.  
For students in China: Students in China will have a different schedule window to take the exam.

## Mid-term Grade

Mid-term grades will be posted to myUK by Oct. 25, 2014 (U.S. time)

## Course Policies:

**Submission of Assignments:**

Quizzes and exams will be submitted in class. Exam cannot be made up unless proper arrangements are made with the Instructor in advance.

If your assignment is turned in after their respective deadlines, there will be a **deduction of 20 points per day for each day it is late.**

**Attendance Policy:**

There is no requirement for attendance in this class as it is an online course.

**Excused Absences/Make-up policy for missed exam with excused absence:**

Since there is no requirement for attendance in this class, students do not need to notify the professor of absences unless it is for a make-up exam arrangement. Students need to notify the professor of absences 24 hours prior to the exam schedule. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit "reasonable cause for nonattendance" by the professor.

Students anticipating a missed exam for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

**Verification of Absences**

In the event of a missed exam, students may be asked to verify their absences in order for them to be considered excused and for a make-up exam to be arranged. Senate Rule 5.2.4.2 states that faculty have the right to request "appropriate verification" when students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required.

**Distance Learning Library Services** are available ([www.uky.edu/Libraries/DLLS](http://www.uky.edu/Libraries/DLLS))

Carla Cantagallo, DL Librarian

Local phone #: 859-257-0500, ext. 2171; Email: [dllservice@email.uky.edu](mailto:dllservice@email.uky.edu)

DL Interlibrary Loan Services: [http://libraries.uky.edu/page.php?lweb\\_id=253](http://libraries.uky.edu/page.php?lweb_id=253)

**Instructor**

You can contact your instructor via e-mail or telephone provided above. I will respond you with 24 hours (except holidays). Also I will be in my office during the office hours so you can visit my office to meet face to face.

**Course Schedule**

Day	Date	Topics and Assignments
H	8/29	Overview of the Course
T	9/3	Topic: Chapter 1 - The Service Economy
H	9/5	Topic: Chapter 1
T	9/10	Topic: Chapter 2 - Service Strategy
H	9/12	Topic: Chapter 2 Reading assignment #1 is due.
T	9/17	Topic: Chapter 3- New Service Development
H	9/19	Topic: Chapter 3
T	9/24	Topic: Chapter 4 - The Service Encounter
H	9/26	Topic: Chapter 4
T	10/1	Topic: Chapter 5 - Supporting Facility and Process Flows
H	10/3	Topic: Chapter 5 Reading assignment #2 is due.
T	10/8	Topic: Chapter 6 - Service Quality
H	10/10	Topic: Chapter 6
T	10/15	Topic: Chapter 7 - Process Improvement
H	10/17	Midterm Exam
T	10/22	Topic: Chapter 8 - Service Facility Location
H	10/24	Topic: Chapter 9 - Service Supply Relations
T	10/29	Topic: Chapter 9 Reading assignment #3 is due.
H	10/31	Guest Lecture Topic: Careers in the Service Industry
T	11/5	Topic: Chapter 10 - Globalization of Services
H	11/7	Topic: Chapter 10
T	11/12	Guest Lecture Topic: Customer Complaints
H	11/14	Topic: Chapter 11 - Managing Capacity and Demand Reading assignment #4 is due.
T	11/19	Topic: Chapter 11
H	11/21	Topic: Chapter 12 - Managing Waiting Lines
T	11/26	Topic: Chapter 12
H	11/28	NO CLASS - Thanksgiving
T	12/3	Topic: Chapter 14 - Forecasting Demand for Services
H	12/5	Topic: Chapter 14 Reading assignment #5 is due.
T	12/10	Topic: Chapter 16 - Managing Service Projects
H	12/12	Topic: Chapter 16
T	12/17	Final Exam

*Note:* Topics and assignments are subject to change. Students will be notified of any changes in advance.