Course Change Information

What change is being proposed? (If more than one, what changes are being proposed?)
Course was previously listed as CONSCI course and to be aligned with a new interdisciplinary core it will change listing to CSFRST and CSHSPMG

What is the rationale for the proposed change(s)?
Course will be part of the core for only FRS and HM students. It will not be a part of CFFS core.

What are the programmatic implications of the proposed change(s)?
(e.g. program requirements to be added or removed, changes to be made in available resources, effect on other programs that use the course)?
Course remains part of the core.

Is approval of the request contingent upon the approval of other course or curricular program request? Yes
Please identify the pending request and explain its relationship to the proposed changes(s) for this course (e.g. cross listed courses, new or revised program)
This course is part of broader proposal to change HM and FRS curriculums and create new interdisciplinary core.

Is this a request to withdraw the course? No

General Information

Course Bulletin Listing/Subject Area
Consumer Sci: Hospitality Mgt
Previous Value
Consumer Sciences
Fiscal Unit/Academic Org
Department of Human Sciences - D1251
College/Academic Group
Education & Human Ecology
Level/Career
Undergraduate
Course Number/Catalog
3910
Course Title
Consumer Service and Satisfaction
Transcript Abbreviation
Cons Serv & Satisf
Course Description
Provides students with an intellectual and hands-on understanding of the key consumer service management and consumer satisfaction theories and practices that are relevant in service sectors.
Semester Credit Hours/Units
Fixed: 3

Offering Information

Length Of Course
14 Week, 7 Week, 4 Week (May Session), 12 Week (May + Summer)
Flexibly Scheduled Course
Never
Does any section of this course have a distance education component?
No
Grading Basis
Letter Grade
Repeatable
No
Course Components
Lecture
Grade Roster Component
Lecture
Credit Available by Exam
No
Admission Condition Course
No
Off Campus
Never
Prerequisites and Exclusions

Prerequisites/Corequisites
Exclusions
Not open to students with credit for 310.

Cross-Listings

Cross-Listings
Cross listed with CSFRST

Subject/CIP Code

Subject/CIP Code
52.0904

Previous Value
19.0403

Subsidy Level
Baccalaureate Course

Intended Rank
Sophomore, Junior

Requirement/Elective Designation

Required for this unit’s degrees, majors, and/or minors

Course Details

Course goals or learning objectives/outcomes
• Understand the value of and be able to implement service techniques to build relationships with consumers.
• Demonstrate and apply the service management approaches in service contexts.
• Articulate the importance of customer focus and service in organizations
• Apply service management approaches in designing and offering superior services to customers.
• Integrate internal organization to create a service oriented environment.
• Design service concepts that can be used to create a customer focused
• Understand customer perception on service failure and recovery.
• Develop strategies that will help service employees to recover from failed services.
• Implement approaches that will gain customer trust and loyalty.
• Examine approaches to nurture relationships with all stake holders
• Examine the importance and approaches to gain customer loyalty and positive word-of-mouth.
Content Topic List

• Changing customer needs the growth of the service economy; What matters to customers: Serving customers using service concepts, service core, peripherals and service packages

• Service packaging in the service sectors; Unique features of services and their management; Managing customers moments of truth and the quality of service

• Customer service moments of truth; Understanding customer needs and perceptions; Customer service in multi channel service industries; Assessment of customer need perceptions

• Managing service process and systems using service blueprint; The influence of people, process and physical evidence in providing service to customers; Managing customer experience

• Enhance customer service critical encounters and tools: Pareto Chart and Fishbone Diagram; Service and customer experience: pre-consumption; during consumption and post consumption experiences in services

• Internal and external relationships in service organizations

• Managing customer demand and service delivery in services

• Customer relationships

• The service system: application of empowerment, guarantees and failure/recovery in service firms

• Service globalization and the consequences

• Technology and its contributions to support customers, employees and the organization

• Self service technologies and customer support

Attachments

• 3910-Spring Syllabus-2016.pdf: Existing Spring 2016
  (Syllabus. Owner: Bujisic,Milos)

Comments

Workflow Information

<table>
<thead>
<tr>
<th>Status</th>
<th>User(s)</th>
<th>Date/Time</th>
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<tr>
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<td>02/11/2016 08:07 PM</td>
<td>Submitted for Approval</td>
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<tr>
<td>Approved</td>
<td>Folden Jr,H Eugene</td>
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<td></td>
<td>Achterberg,Cheryl L.</td>
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</tbody>
</table>
Instructor: Professor Jay Kandampully Ph.D; M.B.A

Office: Campbell Hall 245
Telephone: 614-688-4583
Fax: 614-688-8133
Home telephone: 614-326-0346
e-mail: Kandampully.1@osu.edu

Teaching Assistants: Ms. Can Lu email: lu.1168@osu.edu

Class Meeting Schedule and Place: TuTh 7:05 pm to 8:25 pm  Campbell Hall #200


(You can purchase the e-Book directly from Kendall hunt website. Please go to [www.kendallhunt.com](http://www.kendallhunt.com) Search for “Kandampully and Solnet” The e-Book will appear and you can “add it to cart” to purchase it.)

Premise of services and satisfaction:

During the last two decades, most developed countries have recognised that we are living in a service economy, where individual expenditure is directed predominantly towards services as opposed to pure products. As a result, more people now work in service industries than in manufacturing and agriculture combined. Moreover, it can be argued that every organisation offers services, which may or may not include physical products. Services play a vital role in the economy of almost all countries, in terms of both GDP and employment. This implies that we produce and consume more services than ever before, a fact that is expected to increase substantially in the future.

In a deregulated competitive global environment, a firm’s market leadership means understanding customer needs; eliminating service/product failure; exceeding the expectations of the customer; maintaining a long-term customer relationship; innovating products/services on an ongoing basis to enhance their value to the customer; and doing all this better than the competition. Relentless advances in technology render products and services with ever-shorter life cycles and, hence, diminished customer appeal. Products and services deemed satisfactory by the customer today will undoubtedly prove unsatisfactory to the same customer tomorrow. It is thus imperative that products and services undertake a continuous enhancement of customer perceived value. Indeed, it is the loyalty of the customer, gained through the firm’s commitment to superior quality of service and value, that proffers the competitive edge for organisations in this turbulent global marketplace.
Course Description:

This course will examine how firms can gain customer satisfaction by focusing on services management, based on the premise that firms offer services for the fulfillment of customers’ specific needs, as opposed to merely selling textiles/apparel, financial packages, accommodation and food. Satisfying customers’ needs by improving the “result” (product, service and experience) that they expect is imperative to realizing a successful business. From a customer’s perspective, almost all businesses are, in fact, in the business of offering services, in one form or another, and hence the importance of a comprehensive understanding of the design, management and delivery of services. A focus on services helps a firm orient its entire energies to gain customer satisfaction and loyalty. This course is, therefore, most appropriate for students wishing to pursue a managerial career in business. This course is designed to provide students with an intellectual and hands-on understanding of services theory and its practical application in all industries.

Course Objectives:

This course will examine the challenges that exist in various organizations where service components have become a significant value-adding element of the firm’s total offer. This course is designed for students majoring in Fashion and Retail Studies, Consumer and Family Financial Services, and Hospitality Management, and those who plan to pursue a managerial career within a business field.

This course is designed to provide students with an intellectual and hands-on understanding of the following key services management and customer satisfaction issues:

- Role, significance and unique nature of services
- Understanding customer needs and perception
- Service design and delivery (package, blueprint, redesign)
- Quality of service and its long term impact on the firm’s success
- Marketing services through the effective use of people, process and physical evidence
- Managing internal and external services - the concept of customer orientation
- Service experience and its management
- Services - managing demand and the impact on quality and profitability
- The effective management of the overlap between marketing /operations/human resources
- Service excellence through empowerment, service guarantees and service recovery
- How to transform customers into fans of your brand
- Generation Y and its influence on society and industry
- Social media – role of consumers, electronic networks and word of mouth
- Shared value & Corporate Social Responsibility
Course Organisation

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Chapter</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Service economy and growth</td>
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<td></td>
<td>The concept of services and its contribution – Chapter 1</td>
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<td>Week 2</td>
<td>Establishing the firm’s service vision and concept – Ch 5</td>
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<td>Week 3</td>
<td>Unique features of services and their management – Ch 2</td>
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<td><strong>In class discussion project – 1 (1/28)</strong></td>
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<td>Week 4</td>
<td>Quality and its importance to customers and the firm Ch 3</td>
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<td><strong>Quiz test 1</strong></td>
<td><strong>Quiz test 1 on Thursday February 4</strong></td>
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<td>Week 5</td>
<td>Understanding and engaging customers – Ch 4</td>
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<td><strong>In class discussion project – 2 (2/11)</strong></td>
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<td>Week 6</td>
<td>Managing service encounters and moments of truth – Ch 5</td>
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<td>Week 7</td>
<td>Marketing of services – managing customer experience in service</td>
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<td>organizations – Ch 6</td>
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<td><strong>In class discussion project – 3 (2/25)</strong></td>
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<td>Week 8</td>
<td>7 Ps of service marketing – people, process and physical evidence</td>
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<td>– Ch 6</td>
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<td><strong>Quiz test 2</strong></td>
<td><strong>Quiz test 2. on Thursday March 3/3</strong></td>
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<td>Week 9</td>
<td>Internal marketing – competing for talent – Ch 6</td>
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<td><strong>In class discussion project – 4 (3/10)</strong></td>
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<td>Week 10</td>
<td>Spring break</td>
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<td><strong>Individual project due</strong></td>
<td><strong>Individual project due on Tuesday March 22</strong></td>
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<td>Week 11</td>
<td>Relationship marketing and its application in service firms – Ch 6</td>
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<td>Week 12</td>
<td>Service system – Service empowerment – Ch 8</td>
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<td>Week 13</td>
<td>Leadership (Video Cases)</td>
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<td><strong>In class discussion project – 5 (4/7)</strong></td>
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<td>Week 14</td>
<td>The concept of service Guarantees – Ch 7</td>
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<td><strong>Group Project</strong></td>
<td><strong>Group project due on Tuesday April 12</strong></td>
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<td>Week 15</td>
<td>The concept of service failure and recoveries – Ch 7</td>
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<td><strong>Quiz test 3</strong></td>
<td><strong>Quiz test 3. on Thursday April 21</strong></td>
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Ch = Chapter

The content of the sessions may change in the event of special needs and unforeseen circumstances. Additional topics may be added if there is interest.

**Evaluation:**

- Quiz tests (3 quizzes) 45%
- Individual project 10%
- Group assignment (2 students) 25%
- In class group project (5 in class projects) 20%

Maximum Total 100%
Please note that there are no make-ups for the missed Quiz tests or in class discussion projects.

Course grading policies:
* Course participants will be graded on the basis of points earned on scheduled in class Quiz tests and written assignment/projects.
* Makeup of missed Quiz tests or in class discussion will be allowed only at the discretion of the instructor (e.g for serious medical conditions), and must be verifiable with appropriate written documentation by the student's physician, or by the athletics department (in the case of OSU varsity athletes).
* Projects/papers are due before class or at the end of the class on the due date.
* The grading scale is as follows:

\[
\begin{align*}
A &= 93-100 \% \\
A- &= 90-92.9 \% \\
B+ &= 87-89.9 \% \\
B &= 83-86.9 \% \\
B- &= 80-82.9 \% \\
C+ &= 77-79.9 \% \\
C &= 73-76.9 \% \\
C- &= 70-72.9 \% \\
D+ &= 65-69.9 \% \\
D &= 60-64.9 \% \\
E &= < 60 \% \ Fail
\end{align*}
\]

Attendance, Tardiness & Courtesy:

Students are expected to attend all scheduled classes. Textbook, reference materials and resource materials are designed to complement class discussions, not to replace class participation. Participation in class discussions is very important and hence students are expected to attend class and to be on time for all scheduled sessions. Students are reminded that tardiness is disruptive to fellow students as well as the instructor. If tardiness becomes a problem, the instructor reserves the right to deduct points at any time.

Preparation of individual project

Each student is required to complete a customer experience project. This project should be developed and based on a real life (your) customer experience. The case should outline the context and circumstances of a recent positive or negative customer experience, encountered by you. The project should consist of approximately 1000 to 1500 words. The project should be divided into four sections.

1) The first section is the narrative of the case. You should provide information such as when it occurred, the name of the company, location, context, circumstance, and the actual customer experience (what you went through).
2) In the second section, you will discuss what you would have done as a service employee to make positive use of the situation to enhance the brand experience.
3) The third section should outline your reaction (what you would do) if you were the manager in charge of the organization and were made aware of the customer experience.
4) As a customer, would you use social media to ‘voice’ your customer experience? If yes, discuss how. If no, explain why not.

Individual project due date:
The individual project is due on Tuesday March 22nd before class or at the end of the class.
The individual project should be handed in to me or to the teaching assistant, in my office before class or at the end of the class. **Late submission will not be accepted.**

**Preparation of group project**

Each student is required to complete a research project. It is each student’s responsibility to partner with another student in the Con Sci 3910 class, select the topic and undertake a combined research project on **any one** of the following firms:

1. Marriott Hotels
2. Airbnb
3. Uber
4. Hollister
5. Wegmans Food Markets
6. Costco

Your assignment must be based around the following criteria. Although you may not necessarily be able to cover all criteria, you are responsible to cover as many of the points as possible – primarily driven by the relevance of the item to your firm (for example, not every firm was founded by a single person – hence you would be unable to discuss leadership from an entrepreneurial perspective, etc.).

This assignment is worth 25% of your entire grade for the class. Hence, there is an expectation of due diligence commensurate with the weighting of the assignment. This means that you will need to be clever in the way you find data. Do not depend on the company website for your information. You must use other sources which support the statements made. You might find books, trade journal publications, news paper articles which use the company as an exemplar for some aspect of their practice.

This list below provides specific instructions about what is needed and how to go about constructing your Case Study. Remember = the more comprehensive you are, the higher your grade will be!

1. You must thoroughly research your firm and collect a firm general awareness about the company. Your grade will partially depend on the RANGE and QUALITY of your references.
   - References must be broad and diverse (this is more possible for some firms than others)
   - Do NOT rely solely on the company website (if you cut and past from the websites, it will be obvious and you will receive harsh point deductions).
   - You may, however, rely partially on company Annual Reports for information
   - Your references should include some of:
     i. Academic journal articles
     ii. Trade publications / magazines
     iii. References in books / text books
     iv. Books about the company
     v. Press / news releases
     vi. Other

2. Your first section should provide a paragraph or two about the firm, its history, etc. Do not make this a long and detailed historical essay! The history is merely for context and background.

3. Ascertain whether this firm was the creation of a single person / entrepreneur (eg. J.W. Marriott). If so, did the founder significantly influence the firm’s current strategies? Explain.

4. How has this firm gained its reputation for excellence? (e.g., what are the one or two key factors which might explain their success?).
5. Describe how this firm is uniquely different from other firms in the same industry? How have they marketed this differentiation?

6. Who are this firms’ main competitors? How do YOU THINK this firm fares against its key competition? Why?

7. How does this firm PRACTICE being customer-oriented and customer centred?
   - Provide specific examples of their customer-focused strategies and practices.
   - List relevant awards and recognition the firm has received in relation to customer satisfaction, service quality, etc.

8. How does this firm PRACTICE being employee-oriented?
   - Provide specific examples of their employee-focused strategies and practices.
   - List relevant awards and recognition this firm has received in relation to employment practices, being a preferred employer, etc.

9. What is this firm’s strength in managing social media and its advantage by engaging its customers and employees?

10. What have you learned from this firm? If you were the manager of this firm, what changes might you make to take the firm to the next level of service leadership?

Some additional information on the firm’s customer focus and employee orientation may include: --

1. Leadership practices (in relation to customer and employees).

2. Human resource practices (systems for recruitment, selection, development of staff. This can include a firm’s ‘strategic human resource’ approach.

3. Service encounter practices (policies and practices with front line employees in relation to dealing with customers; moment of truth concept, etc.).

4. Customer orientation - Perceptions by customer and employees about the way the firm is customer obsessed.

5. Service systems (organizational rules, regulations, policies, procedures and structures set in place to enable customers to receive serves better (internal and external customers)

6. Empowerment (extent to which employees are able to act to make decisions to please customers, solve problems, etc.)

7. Technology and social media (use of innovative technology in order to facilitate service and to enhance customer experiences, and customer and employee engagement.

8. You may add one or more based on the firm that you are researching

Group project due date:
The assignment is due on or before Tuesday April 12th. The research group project in hard copy should be handed in to me or to the teaching assistant, in my office or in the class. Late submission will not be accepted.
**Project submissions information:**

All emails about projects should have the full names of both partners and the title of the project topic. Projects should be submitted in printed hard copy. Project should include names, emails and contact cell phone numbers of both partners.

**Group sanctions**

There are occasions when group members are not committed to their project. In the event of such a situation, the following procedure will be followed: If a group member is not contributing to the work, the remaining group member can approach the instructor and ask for the member to be awarded a caution. This can be removed later, if there is sufficient improvement. If the group member decides that the member does not deserve to have the caution removed, the student will have 20% deducted from his/her final project mark. If there is no improvement in the behaviour of the cautioned student, he/she will be excluded from the project and will receive a mark of ZERO.

**Group evaluation:**

If there is any disagreement between the group members with reference to their contribution of work, then each group member will be required to evaluate the contribution of their fellow group member (Good, Satisfactory, or Not satisfactory). In this case the instructor will may not assign equal points to the group members.

**Submission information:**

Group project should be submitted as group work and not individual project - no exceptions. Every student should be part of a group (two students). Anyone who cannot find a partner, or who has lost the partner, will have to obtain the approval of the instructor for individual submission. Following the approval of the instructor the student will be required to submit the entire project (approximately 10 pages). No individual projects or parts of group work will be accepted - no exceptions. It is the responsibility of every group member to have a copy of the project; and hence, there is no excuse for not knowing what was submitted.

**Presentation of project:**

1. The project (prepared by a group of 2 students) should be approximately 2000 words in length (spacing at 1.5, font size about 12, standard font such as Times New Roman, Arial, etc.).
2. The history and overview of the firm should not exceed 150 words.
3. Your research group project should be based on published articles, books, trade publications and websites (you may refer to as many sources as you need).
4. References are required of all materials used in the preparation of the research group project. References citations and the reference list should follow the Harvard or APA5 styles (author, date). The reference list must be professionally presented, (Authors’ names, year of publication, page numbers, name of the journal or book or magazine or newspaper, date (in the case of newspaper or magazine) volume, number (in the case of a journal), publisher and place of publication (in the case of a book), website address and the date of access (in case of website access).
Your project should be based on published articles, books, trade publications and websites (you may refer to as many sources as you need). The project should be structured as below:

1) Cover page – Title of the project (firm), group members’ names, email ID’s and contact cell phone numbers.

2) Index page

3) Executive summary – a brief explanation of the industry in which the firm operates, the firm’s image and market position, brief discussion of the firm’s strength in the market.

4) Main body – discussion of the firm’s service orientation by addressing the issues discussed on pages 5, 6 and 7. Divide this section into various sections each with a separate subheading indicating the subject matter that you will be addressing in this section.

5) Conclusion – discuss your personal views and observations on the firm’s service orientation. Discuss how you would manage this firm to improve its service orientation. You may also discuss some examples of firms that have gone bust by not being service oriented; discuss some examples of non service oriented service experience from other firms.

6) An email copy of your complete assignment should be forwarded to the class TA (teaching assistant, this is separate from the submission of the hard copy of the assignment to me in the class or in my office)

Assignments that do not follow the details given above will receive less point for their work.

The project should be: typed or printed on a good quality printer; 1.5-spaced; Times Roman size 12 font or Arial size 10 font. Maintain 1-inch margins on all sides. The title of the assignment, your full name and email address is to be centered on the first page. Use page numbers. Include a list of references on all information you have used in the preparation of the assignment. Use Harvard style referencing (see information on Carmen). Ensure accurate spelling and grammar. All assignments should be submitted in hard copy. All communication between me and group members on any issue pertaining to the group assignments should have the backing of a copy of my email. Assignments that do not follow the details given above will receive fewer points for their work.

STAPLE all pages together.

ALL DOCUMENTS ARE EXPECTED TO BE OF PROFESSIONAL QUALITY.

All assignments and projects must be turned in as hard copy. No email assignments will be accepted.

Recommended reading list: (possible references for project and assignment)

2. Service Management in Health and Wellness Services, Kandampully, J., Kendall Hunt, 2013
13. Service America, by Albrecht K and Zemke R, Dow Jones Irwin, 1985

Students are highly recommended to refer to the latest research publications. Listed below are some of the major journals with which students should be familiar:

- Journal of Service Management
- Journal of Services Marketing
- Harvard Business Review
- Business Horizons
- European Journal of Marketing
- Journal of the Academy of Marketing Science
- Sloan Management Review
- Cornell HRA Quarterly
- Service Industry Journal

Course Policies, Requirements, Tips, etc.:

Assigned Course Material: Students are responsible for all material assigned in the text, even if it is not covered during class. If you miss a class, refer to the text book or obtain notes from a classmate.

Getting Help:

Who to see:
If you are having trouble with concepts or assignments in the class and need explanation, see the instructor.

If you notice on Carmen that a grade is not recorded, or not recorded correctly, see the TA immediately. Grades will be posted no later than two weeks after the assignment is due. If a problem exists with posting grades, an announcement will be posted on Carmen. You have three weeks after the assignment is due/handed in (or one week after the grades are posted) to notify the TA of errors or missing grades. If you have not notified the TA of the problem by that time, you forfeit your opportunity.

If you have trouble accessing Carmen, contact 8-HELP, or Carmen@osu.edu.

When to get help: Immediately. If you do not perform well on the first assignment, please make an appointment to meet with the instructor. Do not wait until the end of the quarter. To get the maximum benefit and grade from the class, you must take action early.

Students with Disabilities:

If you have a disability and are in need of special accommodations, please advise me by the second session of class. The Office of Disability Services will work with you to provide the documentation you need to ensure accommodations are provided to meet your needs. The Office of Disability Services Handbook states: “The student has the responsibility for making his/her accommodation needs known to the faculty… If a student with a disability does not
request accommodations, the instructor of the class is under no obligation to provide accommodations.”
If you would like assistance from the Office of Disability Services, or think you might have a disability and would like to be assessed, please visit the Office at 150 Pomerene Hall, 1760 Neil Avenue, or call 292-3307.