



COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

<b>Offered by:</b> Endüstri Mühendisliği			
<b>Course Title:</b> SERVICE SYSTEMS		<b>Course Org. Title:</b> SERVICE SYSTEMS	
<b>Course Level:</b> Lisans		<b>Course Code:</b> IND 3923	
<b>Language of Instruction:</b> İngilizce		<b>Form Submitting/Renewal Date</b> 09/04/2013	
<b>Weekly Course Hours:</b> 3		<b>Course Coordinator:</b> DOÇENT HASAN SELİM	
<b>Theory</b>	<b>Application</b>	<b>Laboratory</b>	<b>National Credit:</b> 3
3	0	0	<b>ECTS Credit:</b> 4



DOKUZ EYLUL UNIVERSITY

FACULTY OF ENGINEERING OFFICE OF THE DEAN



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Offered to:	Course Status: Compulsory/Elective
Name of the Department:	
Industrial Engineering	Elective Course

Wire: 0 232 301 72 15

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Access: <http://www.eng.deu.edu.tr>

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Instructor/s:

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Address: Dokuz Eylül Üniversitesi Tınaztepe Yerleşkesi 35160 Buca/İZMİR E-mail: [muhendislik@deu.edu.tr](mailto:muhendislik@deu.edu.tr)



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**Course Objective:**

The objective of this course is to provide students with an understanding of how industrial engineering tools and techniques can be used in design, evaluation, and improvement of service systems.

**Learning Outcomes:**

- 1 Achieve an understanding of the nature of services, service encounters, the focus of service management and service strategy
- 2 Be able to define the technology, and its impact on services
- 3 Be able to design services and service systems
- 4 Be able to operate service systems
- 5 Be able to execute service operations

**Learning and Teaching Strategies:**

Lectures, Homework and Class discussions

**Assessment Methods:**

Name	Code	Calculation formula
Vize	VZ	
Ödev	OD	
Final	FN	
Bütünleme Notu	BUT	
BNS	BNS	$VZ*035+D *015+FN * 050$
Bütünleme Sonu Başarı Notu	BBN	$VZ*035+D *015+BUT * 050$

**Further Notes about Assessment Methods:****Assessment Criteria:**



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## Textbook(s)/References/Materials:

Service Management and Operations, Cengiz Haksever, Barry Render, Roberta S. Russell, Robert G. Murdick, Prentice Hall, 0-13-081338-9, 2000

## Course Policies and Rules:

## Contact Details for the Instructor:

hasan.selim@deu.edu.tr, Tel: 0232 3017618  
gonca.tuncel@deu.edu.tr; Tel: 0232 3017617

## Office Hours:

## Course Outline:

Week	Topics:	Notes:
1	The nature of services and service encounters	
2	Customers: The focus of service management, Globalization of services	
3	Service strategy and competitiveness	
4	Technology and its impact on services, Design and development of services	
5	Human resource management in services	
6	Work measurement in services, Facility layout	
7	Managing demand and supply in services	
8	Queuing and simulation	
9	Service quality	
10	Service productivity and performance measurement	
11	Midterm exam	



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12	Forecasting demand for services, Scheduling
13	Project management
14	Linear and goal programming applications for services, Service inventory systems



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## ECTS Table

Course Activities	Number	Duration (hour)	Total Work Load (hour)
In Class Activities			
Lectures	13	3	39

## Exams

Final	1	2	2
Midterm	1	2	2

## Out Class activities

Preparations before/after weekly lectures	13	2	26
Preparation for midterm exam	1	10	10
Preparation for final exam	1	12	12
Preparing assignments	1	10	10
Total Work Load (hour)			101
ECTS Credits of the Course= Total Work Load (hour) / 25			4