



Course Information					
Code:	<b>GES54002</b>	Course:	<b>ADMINISTRACIÓN DE OPERACIONES EN SERVICIOS</b>		
Coordination Area / Program:	<b>FAC. HTG HOTELERIA</b>			Mode: <b>Presencial</b>	
Credits: <b>04</b>	Tipo de hora	Presencial	Virtual	H. Totales	Autonomous Learning Hours: <b>128</b>
	H.Teoría	64	0	64	
	H.Práctica	0	0	0	
	H.Laboratorio	0	0	0	
Period: <b>2024-02</b>	Start date and end of period: <b>del 19/08/2024 al 08/12/2024</b>				
Career: <b>ADMINISTRACIÓN HOTELERA - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA</b>					

Course Pre-requisites		
Code	Course - Credits	Career
	> 140 Créditos.	ADMINISTRACIÓN HOTELERA - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA
	> 160 Créditos.	ADMINISTRACIÓN HOTELERA - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA
	> 120 Créditos.	ADMINISTRACIÓN HOTELERA - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA
FC-GIG GESTNEGGASTRO	GESTIÓN DE NEGOCIOS GASTRONÓMICOS	GEST-INNOV-GASTRON
FC-GAS GESTREST	GESTIÓN DE RESTAURANTES	GEST-INNOV-GASTRON - GASTR. GEST. REST.
DGB-RESTAUMANAG	RESTAURANT MANAGEMENT	GASTR. GEST. REST.
DGA-STATISTICS	STATISTICS I	ADM. HOTELERA - GASTR. GEST. REST.
FC-FBA ESTAGRAL	ESTADÍSTICA GENERAL	ADM. HOTELERA - GASTR. GEST. REST.

Course Coordinators			
Surname and First Name	Email	Contact Hour	Contact Site
MIRANDA AVILES, KAREM VIVIANA	KMIRANDAA@USIL.EDU.PE		

Instructors
You can check the timetables for each teacher in their INFOSIL in the <b>Classes Development Teachers</b> option <b>Teachers</b> .

Course Overview
Operations Management in Services is a course that belongs to the formative area of specialty studies and is theoretical in nature. It contributes to the development of competence in resource management. It includes the development of the following thematic axes: effective management of service companies; knowledge and tools necessary to maximize profitability by applying international standards in service quality. The course will develop topics related to process design, layout, management, and optimization of capacity, as well as quality systems and tools. Upon completion of the course, the student will be able to implement quality strategies to position a leading company in the service sector. The creditable product is a final work and presentation based on a company in the sector using the operations management tools.

Competencias Profesionales y/o Generales

Carrera/Programa	Sigla/ Denominación de la Competencia	Nivel de la competencia	Aprendizajes esperados
ADMINISTRACIÓN HOTELERA	CP4: Gestión de Recursos	N3 Diagnostica y ejecuta los conocimientos y habilidades necesarias para la gestión de operaciones de hospitalidad y turismo.	<ul style="list-style-type: none"> <li>Analyzes processes, layout and capacity management systems to optimize operation.</li> </ul>

General Course Result	Unit Result
At the end of the course, the student designs an integrative project considering the effective management of service companies; tools to maximize profitability and quality of service; process design, layout, management and capacity optimization; and quality systems and tools with ethics and responsibility.	1. At the end of the unit, the student understands the management of service companies, identifying and prioritizing elements that impact their profitability and quality, with efficiency.
	2. At the end of the unit, the student applies specific tools and strategies to improve the profitability and quality of the service, demonstrating practical and theoretical understanding, with responsibility.
	3. At the end of the unit, the student formulates a project that combines analysis of operational processes, layout, management and capacity optimization, applying quality improvement models in operation and quality in a service company, with identity and commitment.

Development of activities		
<b>Unit Result 1:</b> <i>At the end of the unit, the student understands the management of service companies, identifying and prioritizing elements that impact their profitability and quality, with efficiency.</i>		
<b>Session 1:</b> <i>At the end of the session, the student identifies the fundamental characteristics and strategies of the services, through an analysis of how they impact profitability and quality, with efficiency.</i>		Semana 1 a 2
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
• Perform a diagnostic evaluation of prior knowledge about service management through an initial test.	• Introduction to the course. • Characteristics of the services. • Service package. • Strategy in Services.	• Workshop 1: Company selection report.
<b>Session 2:</b> <i>At the end of the session, the student understands the main models of management excellence and their effects on the operations function in services, through models of management excellence, with a focus on continuous improvement and corporate social responsibility.</i>		Semana 3 a 4
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
• Develop models of excellence with the operational structure of a company through a group presentation. • Comment on the application of service strategies in the company through a discussion forum.	• Management Excellence Models. • Operations Function in Services.	• Task 1: Report on the structure of the company's main processes.
<b>Unit Result 2:</b> <i>At the end of the unit, the student applies specific tools and strategies to improve the profitability and quality of the service, demonstrating practical and theoretical understanding, with responsibility.</i>		
<b>Session 3:</b> <i>At the end of the session, the student develops fundamental concepts of service quality, considering the analysis of how customer perceptions and expectations influence international quality standards, with a focus on commitment and respect for quality.</i>		Semana 5 a 6
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>

<ul style="list-style-type: none"> <li>Analyze the importance of quality in different sectors through group discussions.</li> <li>Describes the fundamental concepts of service quality through a conceptual map.</li> <li>Examines the relationship between customers expectations and perception through a business case.</li> <li>Implement and analyze the SERVQUAL model in a service company through a survey.</li> </ul>	<ul style="list-style-type: none"> <li>Fundamental concepts of service quality.</li> <li>Evaluation of customer perceptions and expectations.</li> <li>Measuring service quality using SERVQUAL.</li> <li>Global ethical code for tourism.</li> </ul>	<ul style="list-style-type: none"> <li>Task 2: Global ethical code for tourism.</li> </ul>
<b>Session 4:</b> <i>At the end of the session, the student builds strategies for measuring and improving service quality, considering the evaluation of the effectiveness of VOC tools, with a focus on responsibility and precision.</i>		Semana 7 a 9
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
<ul style="list-style-type: none"> <li>Design and optimize services applying the House of Quality (QFD), through a workshop.</li> <li>Discussion on profitability and customer satisfaction through group forum.</li> </ul>	<ul style="list-style-type: none"> <li>Deployment of the quality function and development of the House of Quality (QFD).</li> <li>Techniques to measure customer satisfaction.</li> </ul>	<ul style="list-style-type: none"> <li>Workshop 2: Report on the Voice of the Customer (VOC).</li> </ul>
<b>Unit Result 3:</b> <i>At the end of the unit, the student formulates a project that combines analysis of operational processes, layout, management and capacity optimization, applying quality improvement models in operation and quality in a service company, with identity and commitment.</i>		
<b>Session 5:</b> <i>At the end of the session, the student analyzes improvements in the design of facilities and process flow in service companies, considering a focus on operational efficiency and innovation, with efficiency and commitment.</i>		Semana 10 a 11
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
<ul style="list-style-type: none"> <li>Analyzes the design and optimization of layout and process flow, through a case study.</li> <li>Design and improve an existing service process flow, through a workshop.</li> </ul>	<ul style="list-style-type: none"> <li>Facility Design and Process Flow.</li> <li>Standardization of processes.</li> <li>Capacity and demand management.</li> </ul>	<ul style="list-style-type: none"> <li>Advance 01 of the Final Project.</li> </ul>
<b>Session 6:</b> <i>At the end of the session, the student applies capacity management techniques and queuing theory, through the development of quality improvement strategies, with a focus on customer satisfaction and sustainability, with commitment and identity.</i>		Semana 12 a 15
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
<ul style="list-style-type: none"> <li>Apply queuing theory and capacity analysis in services through exercises.</li> <li>Develop an operational improvement proposal focused on innovation through a workshop.</li> </ul>	<ul style="list-style-type: none"> <li>Queuing optimization model.</li> <li>Process capacity and queuing theory.</li> <li>Quality improvement models: Six Sigma, Lean, Kaizen.</li> <li>Integration of project elements: operational process, capacity management, quality improvement models.</li> </ul>	<ul style="list-style-type: none"> <li>Advance 02 of the Final Project.</li> </ul>
<b>Session 7:</b> <i>At the end of the session, the student presents a project that demonstrates the practical and strategic application of the knowledge and skills acquired in the course, through a focus on responsible innovation and operational excellence, with ethics and commitment.</i>		Semana 16 a 16
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
<ul style="list-style-type: none"> <li>Practice and receive feedback for the effective presentation of the final project, through group consulting.</li> </ul>	<ul style="list-style-type: none"> <li>Strategies for the effective presentation of the project.</li> </ul>	<ul style="list-style-type: none"> <li>Creditable product: presentation and exhibition.</li> </ul>

<b>Methodology</b>
The course will be developed based on the following methodologies: The course will be developed based

on the following methodologies: Collaborative learning, content learning, participatory learning, Flipped classroom. The indicated methodologies will be used to develop the course in distance mode

<b>Assessment System</b>				
Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam.				
The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals.				
Type Evaluation	%Weighing	Observation	Week Assessment	Rezag.
<b>Continuous Assessment</b>	<b>50%</b>			
<b>Talleres</b>	<b>25%</b>			
Taller 1	50%		Semana 2	No
Taller 2	50%		Semana 9	No
<b>Homework</b>	<b>25%</b>			
Tarea 1	50%		Semana 4	No
Tarea 2	50%		Semana 6	No
<b>Promedio de Avances</b>	<b>50%</b>			
Advance 1	50%		Semana 10	No
Advance 2	50%		Semana 15	No
<b>Proyecto Final</b>	<b>50%</b>		Semana 16	No

<b>Attendance Policy</b>	
<b>Total Percentage Absences Permitted</b>	30%
Class attendance is mandatory. The student who reaches or exceeds the limit of thirty percent (30%) of absences in the course, defined by the total of effective hours, will be disqualified from taking the final evaluation, corresponding to said evaluation with a grade of zero (0).	
In hybrid classrooms, only synchronous virtual participation (via zoom) is allowed, up to a maximum of 50% of the total course.	

<b>Basic Required Reading</b>
[1] Fitzsimmons, James A. (2014). <i>Service management : operations, strategy, information technology /</i> . (8th ed.). McGraw-Hill,.
[2] Russell, Roberta S. (2011). <i>Operations management : creating value along the supply chain /</i> . (7th ed.). John Wiley & Sons,.
[3] Johnston, Robert, (2012). <i>Service operations management : improving service delivery /</i> . (4th ed.). Pearson,.
[4] Reid, R. Dan, (2010). <i>Operations management : an integrated approach /</i> . (4th ed.). John Wiley,.
[5] Project Management Institute (2013). <i>Guía de los fundamentos para la dirección de proyectos (Guía del PMBOK)</i> . (5a ed.). Project Management Institute.

<b>References Supplementary</b>
[1] Organización Mundial del Turismo (2001). <i>Código Ético Mundial para el Turismo</i> . <a href="https://www.unwto.org/es/codigo-etico-mundial-para-el-turismo">https://www.unwto.org/es/codigo-etico-mundial-para-el-turismo</a>

<b>Prepared by:</b>	<b>Approved by:</b>	<b>Validated by:</b>
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Date: 31/07/2024	Date: 02/08/2024	Date: 14/08/2024