

Business Administration

Course Number:

Course Title:

Credits: 3

Calendar Description: Students learn the design of an organizational service model using the gaps model of services design and apply it to a professional service organization. Students develop a new service concept using design thinking principles. The modelling explains those attributes that distinguish a service and how they work together. The students' application is made to a for profit or non-profit organization.

Semester and Year:

Prerequisite(s): BUAD 176, BUAD 200 or BUAD 210 with a minimum grade of 60%, and third year standing

Corequisite(s): No

Prerequisite to: No

Final Exam: Yes

Hours per week: 3

Graduation Requirement: Entrepreneurship Specialty, Marketing Specialty Area & Management Specialty – Elective

Substitutable Courses: No

Transfer Credit:

Special Notes:

Originally Developed: September 2007, Revised January 2021

EDCO Approval: June 2022

Chair's Approval:



Student teams will conduct an applied project with a service organization of your choice and perform a services design review to include a written report which shall contain the following components:

1. Services Design Audit Report

- Using secondary research, identify the consumer experience and measure the consumer gap.
- Identify the four service provider gaps contributing to the consumer gap.
- Conduct a causal analysis of the service provider gaps.
- Develop recommendations to improve the overall services design.

2. Services Design Audit Presentation

The Services Design Review will be assessed on a team basis and then individual marks are awarded based on professor approved peer evaluations.

Each team will create a new service concept with a written report to address one or more of the recommendations contained in your team's Services Design Audit including the following components:

1. New Service Idea Generation and Selection.
2. Service Prototype Design.
3. Service Quality and IMCS.
4. Presentation of New Service Concept.

The New Service Concept Project will be assessed on a team basis and then individual marks are awarded based on professor approved peer evaluations.

2023 Week of		Wednesday September 6, First day of class Friday Sept 15 - Last day to register for Fall 2023 Monday Oct. 2 & Monday Oct. 9 & Monday Nov. 13 – Stat Holidays. Friday Oct. 27 - Last day for course withdrawal without academic penalty. Thursday Dec. 7 - Last day of classes	
Sept	4	Introduction to Services Four Cell Model of Services; 8 P Model of Services Design; Gaps Model of Service Quality	Week #1 ppt Teams Formed Team Charter Due
Sept	11	Collaborative Learning Choosing a Service Organization and Service Experience Conducting an Audit	Week #2 ppt Services Design Audit Proposals Due
Sept	18	Customer Expectations of Service; Customer Perceptions of Service Customer Mind's Eye Service Journey	Week #3 ppt Build Customer Mind's Eye Journey; Assess Customer Expectations
Sept	25	Effective Listening Strategies Building Customer Relationships Service Recovery	Week #4 ppt Audit

Nov	20	Employee Internal Service Quality Customer Education Managing Demand Managing Capacity	Content Generation for Managing Service Provider Gap 3
Nov	27	Marketing Communications and Sales Key Performance Measures for IMCS	Content Generation for Managing Service Provider Gap 4
Dec	4	Report Evaluations Provide Professional Feedback	Teams to submit Service Design Report and present findings to other teams
Dec	11 - 20		

