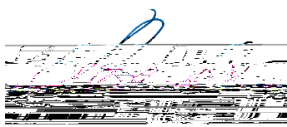


Business Administration

Course Number:	BUAD 336
Course Title:	SERVICES DESIGN
Credits:	3
Calendar Description:	This course includes the design of a service model based on the components of intangibility, heterogeneity, simultaneous production and consumption and perishability of a service offering. It is applicable to profit and non-profit organizations alike. Included is the application of the gaps model of service quality to an actual client that is engaged in the provision of a service experience. Emphasis will be placed on a blend of theory and project work with the client.
Semester and Year:	Fall 2020
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:	BBA, Marketing Specialty Area & Management Specialty – Elective
Substitutable Courses:	No
Transfer Credit:	PMAC
Special Notes:	Students with credit for BUAD 294 cannot take BUAD 336 for further credit.
Originally Developed:	September 2007
EDCO Approval:	June 2009
Chair's Approval:	

Professors

Rishi Bhardwaj	Email	Virtual Office	rbhardwaj@ okanagan.bc.ca
Course Captain			

Learning Outcomes

Upon completion of this course students will be able to

- explain the importance of Services Marketing as a distinctive and vital part of success in the current business environment
- describe the Gaps Model of Services marketing and the components of Service Quality.
- construct Services Marketing frameworks for monitoring and implementing improvements.
- evaluate customer relationship management strategies to drive customer retention.
- explain the role of management and employees in the service process.
- identify the pricing practices that can be used by a service business.
- conduct a comprehensive services marketing review of a services business including:
 - identifying service gaps and causes; evaluating service quality measures; constructing a blueprint for the services process; and developing recommendations for the client.

Course Objectives

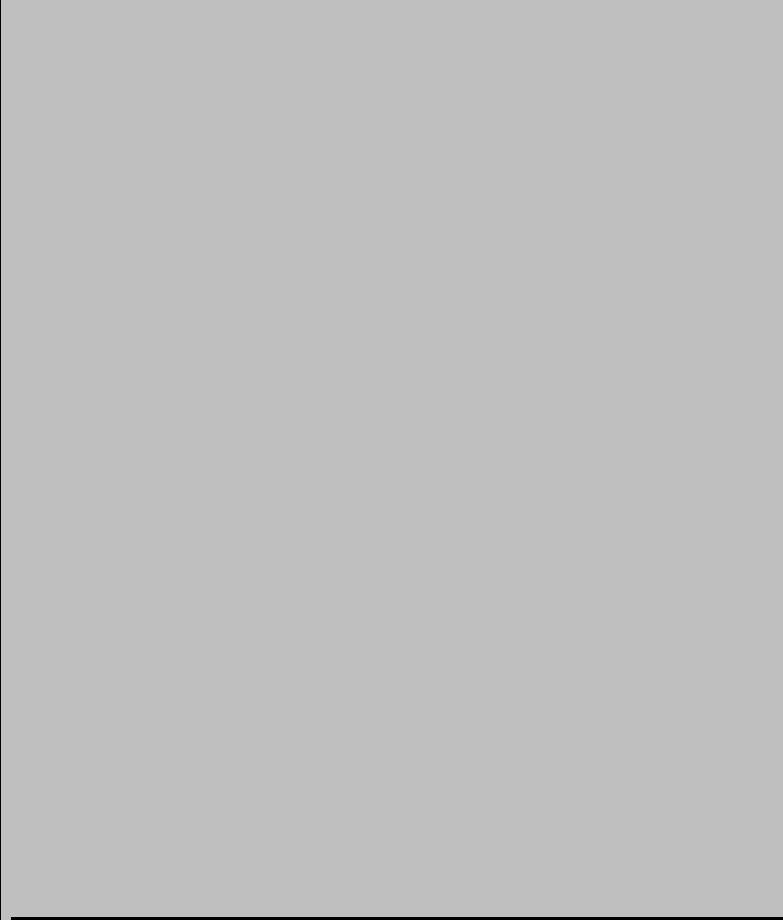
This course will cover the following content including:

See attached weekly Course Schedule.

Evaluation Procedure

Course Schedule

Date	Topic/Content/Action Items	Textbook
Week of:	Wednesday, September 9 – First Day of Classes Monday, October 12 – Statutory Holiday Wednesday, November 11 – Statutory Holiday	



SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study