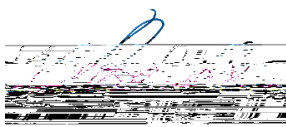


# Business Administration

Course Number:	<b>BUAD 336</b>
Course Title:	<b>SERVICES DESIGN</b>
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:	<b>Fall 2020</b>
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@ <a href="mailto:okanagan.bc.ca">okanagan.bc.ca</a>
<b>Course Captain</b>			

**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**

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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**

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### **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