

**Course Syllabus**  
**EGLS 515 Service Logistics and Supply Chain**  
**Semester 1 Academic Year 2018**

**Course ID and name:** EGLS 515 Service Logistics and Supply Chain

**Course coordinator:** Asst.Prof. Dr. Assadej Vanichchinchai

**Instructors:** Academic Staffs

**Credits:** 3(3-0-6)

**Curriculum:** Master of Engineering Program in Logistics and Supply Chain (Special Program)

**Semester offering:** First semester

**Prerequisite:** None

**Course Description:**

Service principles. Front and back office service; Logistics and supply chain in high contact service; Human resource in service supply chain; Service blueprint; Service scrape design; Queuing; Revenue management; Service quality; Service experience; Performance measurement; information and technology; interesting topics and case study in service logistics and supply chain

**Course Learning Outcomes (CLOs)**

At the end of the course, the students will be able to

1. create academic work with integrity in Service Logistics and Supply Chain.
2. efficiently apply Service Logistics and Supply Chain principles of inventory, warehouse, and transportation and distribution management
3. apply knowledge of Service Logistics and Supply Chain in industry and service improvement
4. systemically analyze problems and propose solutions in Service Logistics and Supply Chain via research methodology
5. work as a team with other disciplines related to Service Logistics and Supply Chain
6. communicate and select suitable method for presentation in Service Logistics and Supply Chain

**Constructive Alignment of CLO s and Program s ELO s**

CLOs	ELO 1	ELO 2	ELO 3	ELO 4	ELO 5	ELO 6
1	I, R					
2		I, R				
3			I, R			
4				I, R		
5					I, M	
6						I, P

I = ELO is introduced & assessed

R = ELO is reinforced & assessed

P = ELO is practiced & assessed

M = Level of Mastery is assessed

**Course Schedule:**

No.	Topic	Teaching & Learning Strategy	Assessment	Instructor
1	The Service Economy	Lecture, Case Study, Discussion	Q&A, feedback	Asst.Prof. Dr. Assadej Vanichchinchai
2	Service Strategy New Service Development	Lecture, Case Study, Discussion	Q&A, feedback	Asst.Prof. Dr. Assadej Vanichchinchai
3	The Service Encounter	Lecture, Case Study, Discussion	Q&A, feedback	Asst.Prof. Dr. Assadej Vanichchinchai

4	Service Recovery	Lecture, Case Study, Discussion	Q&A, feedback	Asst.Prof. Dr. Assadej Vanichchinchai
5	Managing supply networks and supplier Relationships	Lecture, Case Study, Discussion	Q&A, feedback	Asst.Prof. Dr. Assadej Vanichchinchai
6	Globalization of Services	Lecture, Case Study, Discussion	Q&A, feedback	Asst.Prof. Dr. Assadej Vanichchinchai
7	Service Quality	Lecture, Case Study, Discussion	Q&A, feedback	Asst.Prof. Dr. Assadej Vanichchinchai
8	Service Facility Location	Lecture, Case Study, Discussion	Q&A, feedback	Asst.Prof. Dr. Assadej Vanichchinchai
9	Supporting Facility and Process Flows	Lecture, Case Study, Discussion	Q&A, feedback	Asst.Prof. Dr. Assadej Vanichchinchai
10	Managing Capacity and Demand Managing Waiting Lines	Lecture, Case Study, Discussion	Q&A, feedback	Asst.Prof. Dr. Assadej Vanichchinchai
11	Capacity Planning and Queuing Models	Lecture, Case Study, Discussion	Q&A, feedback	Asst.Prof. Dr. Assadej Vanichchinchai
12	Guest Speaker Group Work Presentation	Lecture, Case Study, Discussion	Q&A, feedback	Asst.Prof. Dr. Assadej Vanichchinchai
13	The Service Economy	Lecture, Case Study, Discussion	Q&A, feedback	Asst.Prof. Dr. Assadej Vanichchinchai
14	Service Strategy New Service Development	Lecture, Case Study, Discussion	Q&A, feedback	Asst.Prof. Dr. Assadej Vanichchinchai
15	The Service Encounter	Lecture, Case Study, Discussion	Q&A, feedback	Asst.Prof. Dr. Assadej Vanichchinchai

#### Assessment Criteria

Class participation	10%
Individual work	20%
Group work	20%
Final examination	50%

#### Appeal Procedure

Should the students have any appeal regarding the assessments or grade, inquiry can be made to the instructors and/or the course coordinator immediately either by direct contact, telephone or email.

#### Study Material

Simchi\_Levi, D, Kaminsky, P. and Simchi-Levi, E. 2008. Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies. 3rd ed. McGraw-Hill. NY

Bowersox, D.J., Closs, D.J. and Cooper, M.B. (2010). Supply Chain Logistics Management McGraw-Hill. Singapore

Russel, R.S. and Taylor III, B.W. (2014). Operations and Supply Chain Management. 8th edition. John Wiley & Sons. Singapore