



Business Administration

Course Number:	BUAD 336
Course Title:	SERVICES DESIGN & DEVELOPMENT
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. -profit organization.
Semester and Year:	Fall 2022
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 2009



and PowerPoints. In class, key learnings will be explained as they apply to the service industry using breakouts, role plays and debates which will require a high level of individual engagement. The class will also require students to work in teams to collaborate on the Services Design review project and the New Service Concept project. This will involve creativity, ideation, design and analytical sessions based on design thinking. Class attendance is critical.

4. Your professor will be available through Moodle and in office or online as advised by each

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?

examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities

for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act

What are the Students' Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their sentence

in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

others. Stud

Plagiarism Avoided;

This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 7th edition (2019)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.