PORTOFOLIO MATA KULIAH

	INSTITUT TEKNOLOGI SEPULUH NOPEMBER (ITS) **FAKULTAS TEKNOLOGI INDUSTRI DAN REKAYASA SISTEM** **DEPARTEMEN TEKNIK SISTEM DAN INDUSTRI**

Mata Kuliah (MK)	**Kode**	**RMK**	**Bobot (sks)**	**Semester**	**Waktu Review**
Manajemen Jasa *Service Management*	TI184972	PSMI	3	8 - Pilihan	September 2020
Otorisasi / Pengesahan	**Dosen MK / Koordinator MK**		**Ketua RMK**	**Kadep / Kaprodi**	
	Lantip Trisunarno		Lantip Trisunarno	Nurhadi Siswanto	
Team Teaching					

Capaian Pembelajaran Lulusan (CPL) sesuai dengan IABEE / *Program Learning Outcomes (PLO) based on IABEE criteria*

Kode / *code*	Deskripsi CPL / *PLO description*
(a)	Kemampuan menerapkan pengetahuan matematika, ilmu pengetahuan alam dan/atau material, teknologi informasi dan keteknikan untuk mendapatkan pemahaman menyeluruh tentang prinsip-prinsip keteknikan. *The ability to apply knowledge of mathematics, natural sciences and/or materials, information technology, and engineering to obtain a comprehensive understanding of engineering principles.*
(b)	Kemampuan mendesain komponen, system dan/atau proses untuk memenuhi kebutuhan yang diharapkan didalam batasan-batasan realistis, misalnya hukum, ekonomi, lingkungan, sosial, politik, kesehatan dan keselamatan, keberlanjutan serta untuk mengenali dan/atau memanfaatkan potensi sumber daya lokal dan nasional dengan wawasan global. *The ability to design components, systems, and/or processes to meet expected needs within realistic constraints, such as laws, economics, environment, social, political, health and safety, sustainability, and to recognize and/or utilize the potential of local and national resources with global insight.*
(c)	Kemampuan mendesain dan melaksanakan eksperimen laboratorium dan/atau lapangan serta menganalisis dan mengartikan data untuk memperkuat penilaian teknik. *The ability to design and conduct laboratory and/or field experiments and to analyze and interpret data to strengthen engineering assessments.*
(d)	Kemampuan mengidentifikasi, merumuskan, menganalisis dan menyelesaikan permasalahan teknik. *The ability to identify, formulate, analyze, and solve engineering problems.*
(e)	Kemampuan menerapkan metode, keterampilan dan piranti teknik yang modern yang diperlukan untuk praktek keteknikan. *The ability to apply modern engineering methods, skills, and tools required for engineering practice.*
(f)	Kemampuan berkomunikasi secara efektif baik lisan maupun tulisan. *The ability to communicate effectively both orally and in writing.*
(g)	Kemampuan merencanakan, menyelesaikan dan mengevaluasi tugas didalam batasan-batasan yang ada. *The ability to plan, execute, and evaluate tasks within existing constraints.*

(h)	Kemampuan bekerja dalam tim lintas disiplin dan lintas budaya. *The ability to work in interdisciplinary and cross-cultural teams.*
(i)	Kemampuan untuk bertanggung jawab kepada masyarakat dan mematuhi etika profesi dalam menyelesaikan permasalahan teknik. *The ability to be accountable to society and adhere to professional ethics in addressing engineering problems.*
(j)	Kemampuan memahami kebutuhan akan pembelajaran sepanjang hayat, termasuk akses terhadap pengetahuan terkait isu-isu kekinian yang relevan. *The ability to understand the need for lifelong learning, including access to knowledge related to relevant contemporary issues.*

RENCANA PEMBELAJARAN SEMESTER (RPS) – *COURSE PLANNING*

	INSTITUT TEKNOLOGI SEPULUH NOPEMBER (ITS) FAKULTAS TEKNOLOGI INDUSTRI DAN REKAYASA SISTEM DEPARTEMEN TEKNIK SISTEM DAN INDUSTRI				
Mata Kuliah (MK)	**Kode**	**RMK**	**Bobot (sks)**	**Semester**	**Waktu Review**
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1. Deskripsi Mata Kuliah (*Course Description*)

Seiring dengan pertumbuhan ekonomi global yang terus meningkat, layanan jasa diyakini sebagai strategi baru yang dapat memberikan keunggulan kompetitif bagi industri untuk bertahan di pasar saat ini. Sejalan dengan fakta ini, hal ini menjadi lebih relevan bagi *Industrial Engineers* untuk memahami semua aspek yang terkait dengan desain dan manajemen jasa. Melalui mata kuliah ini mahasiswa akan memperoleh pemahaman yang komprehensif tentang bagaimana mengelola perusahaan jasa *(provider)*, termasuk memahami (secara teori) bagaimana mendesain jasa, mengimplementasikan hasil desain dan mengevaluasinya serta memberikan rekomendasi perbaikan. Mahasiswa akan bekerja dalam tim untuk menganalisis dan mengevaluasi industri jasa atau studi kasus untuk mempertajam pemahaman praktis mereka.

As continuous increasing global economy, providing services is believed as a new strategy which could give more competitive advantages for industry to survive in today's market. In line with this fact, it becomes more relevant for Industrial Engineers to understand all aspects related to service management. Through this course, students will obtain the comprehensive understanding how to manage a service company, including theoretical understanding how to design services, how to execute the service design and how to evaluate the service implementation and give improvement recommendations. Students will work in team as well to analysis and evaluate a real service industry or case study to sharpen their practical understanding.

2. Capaian Pembelajaran Mata Kuliah (CPMK) / *Course Learning Outcomes (CLO)*

Dengan berakhirnya kuliah, diharapkan mahasiswa:

Kode	Uraian CPMK
CPMK 1	Mahasiswa dapat memahami peranan jasa dalam ekonomi global
CPMK 2	Mahasiswa dapat memahami konsep dasar dan karakteristik jasa.
CPMK 3	Mahasiswa dapat mendesain jasa berdasarkan empat tahapan yang perlu dilakukan
CPMK 4	Mahasiswa dapat mengimplementasikan hasil desain berdasarkan empat tahapan yang perlu dilakukan.
CPMK 5	Mahasiswa dapat memberikan rekomendari perbaikan atribut jasa
CPMK 6	Mahasiswa dapat mempresentasikan hasil studi kasus terkait desain dan atau manajemen jasa dalam dunia nyata hasil kerja kelompok

By the end of this course, students will be able to

Code	*Description of CLO*
CLO 1	*Students are able to describe the role of services in global economics*
CLO 2	*Students are able to explain the basic concept of service including its characteristics*
CLO 3	*Students are able to design a service base on four steps*
CLO 4	*Students are able to umplement the result of the design base on four steps*
CLO 5	*Students are able to identify recommendations to improve the performance of a service company*

Code	*Description of CLO*
CLO 6	*Students are able to present the discovery learning of service design and management in spesific context in the real world*

3. CPL yang dibebankan kepada Mata Kuliah (Matriks CPL-CPMK / *PLO-CLO Matrix*)

CPMK	CPL Program Studi berbasis IABEE / *CLO based on IABEE*									
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)
CPMK 1	***	***								
CPMK 2				***						
CPMK 3	***	***								
CPMK 4	***	***		***						
CPMK 5				***		***				
CPMK 6						***	***	***	***	

4. Mata Kuliah Prasyarat / *Prerequisites*

- Manajemen Organisasi dan Sumber Daya Manusia/*Human Resources Management*
- Pengantar Ilmu Ekonomi/*Introduction to economic*
- Statistik Industri 1 / *Industrial Statistic*

5. Referensi / *References*

a. Referensi utama / Main reference

1. Ramaswamy, R. 1996. Design and management of service processes: keeping customers for life: Addison-Wesley.
2. Fitzsimmons, J.A. and Fitzsimmons, M.J. 2014. Service management: operations, strategy, and information technology: Irwin/McGraw-Hill. Eighth edition.

b. Referensi Pendukung / Additional references

1. Haksever et all. 2000. Service Management and Operations. Prentice Hall. Second edition.
2. Heskett, et all. 1990 Service Breakthroughs. Changing the Rules of the Game.
3. Lovelock, C., Patterson, P.G. and Wirtz, J. 2014. Services Marketing: Pearson Australia.

6. Jadwal Perkuliahan / *Learning Schedule*

Minggu	CPMK	Topik	Sub Topik (pustaka)	Capaian pembelajaran (sub CPMK)	Metode Pembelajaran	Sarana Pembelajaran	Bentuk Asessment
1	CPMK 1	Introduction, the role of services in global economy	1. Facilitating role of Services in an economy 2. Stages of Economic Development 3. Open-Systems View of Service Operations Management	Students understand the role of services in an economy and characteristic of servicce operation	SGD/CI/DL	(1) Ramaswamy, chapter 1 (2) Fitzsimmons , chapter 1.	- Team work
2	CPMK 2	Designing services – an introduction	1. Service quality 1. Total Service design	Student be able to create high-quality service and explain the meaning of total service design concept	SDG/CI/PBL/ DL	(1) Ramaswamy, chapter 2, 3 (2) Fitzsimmons	- Homework - Quiz (vacation planning)
3	CPMK 2,3	Developing Design Specifications - (Defining Design attributes)	2. Quality Function Deployment 3. House of Quality	Students understand the operational detail of the design methodology	SDG/CI/PBL/ DL	(1) Ramaswamy, chapter 3 (2) Fitzsimmons	- Team work - Presentation
4	CPMK 2,3	Developing Design Specifications - (Setting Design Performance Standards)	1. Measuring the desired performance level 2. Estimating the performance/ satisfaction relationship	Students be able to measuring desired performance level dan estimating the performance satisfaction relationship	SDG/CI/PBL/ DL	(1) Ramaswamy, chapter 4 (2) Fitzsimmons	- Team work - Presentation
5	CPMK 3	Generating and Evaluating Dsign Cocept	1. Functional Analysis 2. Defining and Documenting Processs	Students bi able to generate concept as input in developing design details	SDG/CI/PBL/ DL	(1) Ramaswamy, chapter 5 (2) Fitzsimmons	- Team work - Presentation

Minggu	CPMK	Topik	Sub Topik (pustaka)	Capaian pembelajaran (sub CPMK)	Metode Pembelajaran	Sarana Pembelajaran	Bentuk Asessment
			3. Concept Generation				
6	CPMK 3	Generating and Evaluating Dsign Cocept	1. Evaluating and selecting concept 2. Pugh Method	Students be able to selecting the best concept using Pugh Method	SDG/CI/PBL/ DL	(1) Ramaswamy, chapter 5 (2) Fitzsimmons	- Team work - Presentation
7	CPMK 3	Performaing Detailed Process Design- Generating Design Alternatif	1. Generating design alternatif 2. Properties of Good design	Students be able to Developing design details	SDG/CI/PBL/ DL	(1) Ramaswamy, chapter 6 (2) Fitzsimmons	- Team work - Presentation
8		Midterm exam					Written asessment
9	CPMK 3	Performaing Detailed Process Design- Evaluating and Testing Alternatif	1. Evaluating design alternatif 2. Analyzing and modifying desigs	Students be able to Developing design details	SDG/CI/PBL/ DL	(1) Ramaswamy, chapter 7 (2) Fitzsimmons	- Team work - Presentation
10	CPMK 4	Management and Improvement- Implementing the design	1. Design implementation plan 2. Service management plan	Students be able to planning implementation and management plan	SDG/CI/PBL/ DL	(1) Ramaswamy (Chapter 8) (2) Fitzsimmons	- Team work - Presentation
11	CPMK 4	Measuring performance	1. Performance monitoring and stabilization procedure 2. Collecting the right data for service management 3. Monitoring service performance	Students understand the procedure to monitoring, collecting data and moniroing	SDG/CI/PBL/ DL	(1) Ramaswamy, chapter 9 (2) Fitzsimmons	- Team work - Presentation

Minggu	CPMK	Topik	Sub Topik (pustaka)	Capaian pembelajaran (sub CPMK)	Metode Pembelajaran	Sarana Pembelajaran	Bentuk Asessment
12	CPMK 4	Assessing customer satisfaction	1. Effect of market and customer changes on satisfaction 2. Disconfirmatio n model 3. Other model of satisfaction	Studets understand effect chnges on satisfaction and be able to axplain disconfirmation model	SDG/CI/PBL/ DL	(1) Ramaswamy, chapter 10 (2) Fitzsimmons	- Team work - Presentation
13	CPMK 4	Assessing customer satisfaction	1. Satisfaction and value 2. Measuring satisfaction	Students be able to differentiating Satsfaction and value and be able to measuing satisfaction	SDG/CI/PBL/ DL	(1) Ramaswamy, chspter 10 (2) Fitzsimmons	- Team work - Presentation
14	CPMK 5	Improving service performance	1. Evaluating the financial impact of customer satisfaction 2. Setting strategic improvement target 3. Evaluating the impact of service performance on satisfaction	Students understand impact of servoce performance on satisfaction customer and profitability	SDG/CI/PBL/ DL	(1) Ramaswamy, chapter 11 (2) Fitzsimmons	- Team work - Presentation
15	CPMK 6	Review All			SDG/CI/PBL/ DL		-Feedback from students
16		FinalL Exam					- Written asessment

7. Bentuk assessment dan keterkaitannya dengan CPMK (*Assessment Method and CLO*)

No.	CPMK	Bobot CPMK (%)	Bentuk Assessment	Bobot setiap assessment (%)
1	CPMK 1	10	UTS	5
			Team work	5
2	CPMK 2	20	Teamwork	5
			Presetation	10
			UTS	5
3	CPMK 3	20	Team work	5
			Presentation	10
			UTS	5
4	CPMK 4	20	Team work	5
			Presentation	10
			UAS	5
5	CPMK 5	20	Team work	5
			Presentation	10
			UAS	5
6	CPMK 6	10	Feedback	10