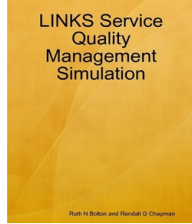



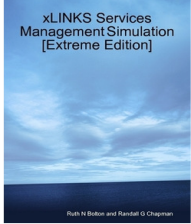




Course Roadmap: *Services*

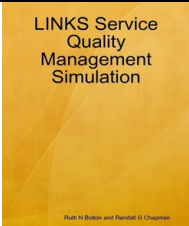



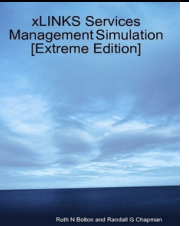


	 LINKS Service Quality Management Simulation	 LINKS Services Marketing Simulation	 LINKS Services Operations Management Simulation	 LINKS Services Management Simulation	 xLINKS Services Management Simulation [Extreme Edition]
Learning Emphases	<ul style="list-style-type: none"> - Developing and executing a value-creating strategy for customers - Matching demand and capacity in a competitive environment - Managing service quality and technology - Managing service personnel (staffing, deployment, and compensation) - Interpreting business performance metrics - Enhancing and encouraging fact-based analysis and decision making - Experiencing competitive dynamics in an evolving marketplace - Profitable business management 				
Simulation Size	“Small”	“Medium”	“Medium”	“Large”	“Extreme”
Simulation Role Within the Course	“Modest” team-based course “project” in an introductory course.	“Mid”-sized team-based, competitive simulation experience as part of a larger set of course activities.		“Large” team-based, competitive simulation experience where a majority of the course is based on the simulation	“Extreme” team-based, competitive simulation around which the whole course is based.
Target Courses	Introductory Services Management, Introductory Marketing, and Introductory Operations Management	Services Marketing and Introductory Marketing	Services Operations Management Electives and Introductory Operations Management	Services Management, Services Operations Management, and Services Marketing Electives	Services Management and Integrative Business Strategy Courses Built Around the Simulation
Typical Rounds	4	6	6	8-9	10-12
Time Per Round (hours)	1.5 hours	2 to 2.5 hours	2 to 2.5 hours	2.5 to 3 hours	3.5 to 4 hours
Typical Industry Size and Composition	4-6 firms per LINKS industry; teams of 3-5 students. Minimum of 2 and maximum of 8 firms per LINKS industry; multiple, independent LINKS industries accommodate larger classes.				
Typical Teaching Plan {team meetings are normally outside of class time, in the traditional style of “case study” preparation}	<ul style="list-style-type: none"> • 30-minute in-class introduction (after students read the participant’s manual) • Four simulation rounds scheduled over 2-3 weeks. <ul style="list-style-type: none"> • Simulation rounds scheduled about weekly. • Mid-event private instructor review meeting with each team. • Mid-event team-based SWOT analysis or business review memo. • Post-event team-based report (written reports or in-class presentations); 30-minute in-class debriefing. 				
Student Assessment {for the LINKS simulation part of the course}	<ul style="list-style-type: none"> • Minority of Grade: Within-simulation team performance assessment based on a balanced scorecard of financial, operational, and customer-facing key performance indicators. • Majority of Grade: Team-based mid-event written report (optional for the LINKS Services Quality Management Simulation) and final report or in-class presentation. • Individual-Student Assessment Options: Multiple-choice test(s), peer evaluations, and 5-page “advice-to-my-successor” memo. 				
Cost Per Student	\$25	\$35	\$35	\$45	\$60

 In academic degree-granting programs, \$25, \$35, \$45, and \$60 per student simulations include a maximum of 4, 6, 9, and 12 rounds, respectively. Extra rounds cost \$3 per student per extra round.

 Current and potential LINKS instructors are invited to contact Randall G Chapman PhD, the LINKS author (LINKS@LINKS-simulations.com), to discuss the LINKS simulation variant that would be most appropriate for their instructional application.

LINKS *Services* Simulations

				
LINKS Service Quality Management Simulation	LINKS Services Marketing Simulation	LINKS Services Operations Management Simulation	LINKS Services Management Simulation	xLINKS Services Management Simulation [Extreme Edition]*

Service Design Decisions					
Service Configuration		✓	✓	✓	✓
Service Operations Decisions					
CSR Salary	✓	✓	✓	✓	✓
CSR Hiring/Firing	✓	✓	✓	✓	✓
CSR Experienced Hiring	✓		✓	✓	✓
CSR Transfers Across Regions	✓		✓	✓	✓
CSR Maximum Capacity Limit	✓	✓	✓	✓	✓
CSR Time Allocation To Services	✓	✓	✓	✓	✓
Marketing Decisions					
Price	✓	✓	✓	✓	✓
Marketing Spending	✓	✓	✓	✓	✓
Marketing Mix Allocation		✓		✓	✓
Marketing Positioning		✓		✓	✓
Credit Financing					✓
Forecasting Decisions					
Short-Term Forecasts	✓	✓	✓	✓	✓
Long-Term Forecasts					✓
Information Technology Decisions					
Billing System Technology		✓	✓	✓	✓
Industry-Wide CSR Satisfaction Survey		✓	✓	✓	✓
Internal CSR Satisfaction Survey		✓	✓	✓	✓
Internet-Delivered Ancillary Service		✓	✓	✓	✓
Telecommunications Systems Support		✓	✓	✓	✓
Other Decisions					
Firm Name	✓	✓	✓	✓	✓
Supplemental Dividends					✓
Loans (2-Quarter and 4-Quarter)					✓
Research Studies Decisions					
# of Research Studies	10	19	15	24	24

*xLINKS Services Management Simulation [Extreme Edition] includes substantial 4th-quarter seasonality in demand for the Household support services sub-category. There is no seasonality in the other LINKS services simulations.