**SEMESTER II**

**Course Code : 0205300311**

**Course Title : Service Operations Management**

**Semester : II**

**Credits : 4**

**Contact Hours : 40 hrs.**

**Course Faculty :**

**Course Description:**

The objective of this course is to develop an understanding of service businesses by integrating the operations, marketing, and human resources management issues unique to services. Topics include Service Strategy, New service design, Service facility location and layout decision, service quality, service encounter, managing capacity, demand and waiting line in services. It also includes Service Operations in Various Sectors and emerging trends in Services. Class room sessions for all topics will be supplemented with case studies, video clips and class room exercise. After the completion of the course students should be able to understand the importance of service sector in economy, apply analytical thinking for effectively managing service operations, evaluate service process improvement tools.

**Contents:**

* Introduction to Service Operations Management
* Service Strategy
* New Service Development
* Technology in Services
* Service Quality
* Service Facility location
* Facility Layout & Process Flows
* Process Improvement
* Service Encounter
* Managing Capacity & Demand
* Managing Waiting Lines
* Managing Service Inventory
* Service Operations in Various Sectors

**Session Plan**

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| --- | --- | --- |
| **Sessions** | **Topics** | **Case Studies / Class Activities** |
| 1, 2, 3 | **Introduction to Service Management**  Importance of Service Sector, Imp of studying Operations in Services, Characteristics of Services, Classification Frameworks | Video on Intro to services by Prentice Hall |
| 4, 5 | **Service Strategy**  Strategic Service Vision, Understanding the competitive environment, Competitive Service Strategies, Strategic Analysis, Virtual Value Chain | Video on Service Strategy (PHI) |
| 6, 7, 8 | **New Service Design and Development**  Innovation in services, New Service Development Process, Service Design Elements, Service Blueprinting, Generic approach to service system design | Prentice Hall video on Service Design |
| 9, 10 | **Technology in Services**  Technology in the service encounter, Self Service, Automation, Internet as a service enabler, E-commerce |  |
| 11, 12, 13 | **Service Quality**  Defining & Measuring Service Quality, Gaps in Service Quality, SERVQUAL Model, Quality Service by Design, Service Recovery | Case study: Service failure and recovery |
| 14, 15 | **Service Facility location**  Strategic Location Considerations, Modeling Considerations, Facility Location Techniques |  |
| 16, 17 | **Facility Layout & Process Flows**  Servicescapes, Facility Design, Facility Layout, Process Analysis | Video on service layout by Prentice Hall |
|  | **Class test** |  |
| 18, 19 | **Process Improvement**  Quality and Productivity Improvement Process, Quality tools, Benchmarking, Improvement Programs |  |
| 20, 21 | **Service Encounter**  Service Encounter Triad, Contact personnel, Customer | Case Study: Relationship between Employee Satisfaction, Customer Satisfaction and Market share |
| 22, 23 | **Managing Capacity & Demand**  Generic strategies of level capacity or chase demand, Strategies for managing demand, Strategies for managing capacity, Yield Management | Case Study: Differential Pricing |
| 24, 25 | **Managing Waiting Lines**  Queuing System, The psychology of waiting, Principles of waiting line, Essential features of queuing systems |  |
| 26, 27 | **Inventory Management in Services**  Services vs Manufacturing Inventory, Product Substitution and Demand Variance, Practical Methods to reduce Stock outs, Shrinkage and Inventory Inaccuracy | Prentice Hall Video on Inventory and queues in services |
| 28, 29 | **Operations in Various Service Sectors**  Financial Services Companies, Hospitality, Hospitals, Information Technology | Video of Services in various sectors |
| 30 | Emerging trends in Services |  |
| 31, 32 | **Presentation** |  |
|  | **Class Test** |  |
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| **Pedagogy** |
| 1. Lecture |
| 2. Case Study |
| 3. News/ Article Analysis |
| 4. Activity/ Exercise |
| 5. Videos |

**Evaluation:**

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| --- | --- |
| **Internal Assessment** | **40 Marks** |
| **External Assessment / End Term Exam** | **60 Marks** |
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| ***Internal Assessment:*** |  |
| **Presentation / Assignment** | **10 Marks** |
| **Class Test** | **10 Marks** |
| **Attendance** | **10 Marks** |
| **Class Participation** | **10 Marks** |
| **Total** | **40 Marks** |

**Text Book:**

1. Service Management: - James A. Fitzsimmons, Mona J. Fitzsimmons, Operations, Strategy, Information Technology McGraw Hill, 7th Edition, 2014, Reprint 2016

**Reference Book:**

1)Successful Service Operations Management - Metters, Kathryn, Pullman, Walton,Thomson, 2nd Edition, 2008, Reprint 2017.

2) Service Operations Management - Robert Johnston & Graham Clark, Michael Shulver, Pearson, 4th Edition, 2012, Reprint 2018

3) Services Operations Management - Vasanti Venugopal, Raghu V. N., Himalaya Publishing

House, 2008

4) Service Management and Operations - Cengiz Haksever, Barry Render, Roberta S. Russell, Robert G. Murdick, Pearson, second Edition, 2000, Reprint 2005

5) Services - Marketing, Operations, and Management - Vinnie Jauhari, Kirti Dutta, Oxford, 1st Edition, 7th Impression, 2014

**E-Book:**

1. Services Operations Management - NPTEL

<http://nptel.ac.in/courses/110106046/2>

1. Managing Service Operations: Design and Implementation - Bill Hollins, Sadie Shinkins

Sage Publications, 2006

http://www.ebook3000.com/Managing-Service-Operations\_347446.html

(3) Service Management -- Cengiz Haksever & Barry Render, FT Press, Edition1, 2013

<http://ebook3000.com/Service-Management--An-Integrated-Approach-to-Supply-Chain-Management-and-Operations_208493.html>

(4) Service Science -- Robin Qui, 2014

[http://ebook3000.com/Service-Science--The-Foundations-of-Service-Engineering-and-Management\_227338.html](http://ebook3000.com/Service-Science--The-Foundations-of-Service-Engineering-and-Management_227338.html 6)

(5) Optimizing Data to Learning to Action - Steven Flinn, Apress Publication, Edition 1, 2018

<http://ebook3000.com/Optimizing-Data-to-Learning-to-Action--The-Modern-Approach-to-Continuous-Performance-Improvement-for-Businesses_499979.html>

(6) The power of Business Process Improvement - Susan Page, AMACON, Edition 2, 2015

<http://ebook3000.com/The-Power-of-Business-Process-Improvement--10-Simple-Steps-to-Increase-Effectiveness--Efficiency--and-Adaptability--re-_474547.html>

(7) Quality Assurance: Applying methodologies for ---- D.H.Stamatis , CRC Press, 2015

Launching new products, services and Customer

Satisfaction

<http://ebook3000.com/Quality-Assurance--Applying-Methodologies-for-Launching-New-Products--Services--and-Customer-Satisfaction_320710.html>