**ITM Business School, Kharghar**

**PGDM-Operations & SCM, 2020-22**

**Course Title: Service Operations Management**

**Semester: II**

**Ppts of all the chapters are already shared with you all. For further reference please refer to the following chapters of the prescribed book.**

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| **Chapter No.**  | **Topics**  | **Book Reference** |
| 1 | Introduction to Service Operations | Service Management – Fitzsimmons, Chapter 1Service Operations Management – Metters, Chapter 1 |
| 2 | Service Strategy | Service Management – Fitzsimmons, Chapter 2Service Operations Management – Metters, Chapter 2 |
| 3 | New Service Design and Development | Service Management – Fitzsimmons, Chapter 3Service Operations Management – Metters, Chapter 5 |
| 4 | Technology in Services | Service Management – Fitzsimmons, Chapter 4 |
| 5 | Service Quality | Service Management – Fitzsimmons, Chapter 6Service Operations Management – Metters, Chapter 10 |
| 6 | Service Facility Location | Service Management – Fitzsimmons, Chapter 8Service Operations Management – Metters, Chapter 16 |
| 7 | Facility layout & Process Flows | Service Management – Fitzsimmons, Chapter 5 |
| 8 | Process Improvement | Service Management – Fitzsimmons, Chapter 7 |
| 9 | Service Encounter | Service Management – Fitzsimmons, Chapter 4 |
| 10 | Managing Capacity and Demand | Service Management – Fitzsimmons, Chapter 11Service Operations Management – Metters, Chapter 12 |
| 11 | Managing Waiting Lines | Service Management – Fitzsimmons, Chapter 12Service Operations Management – Metters, Chapter 14 |
| 12 | Inventory Management in Services | Service Management – Fitzsimmons, Chapter 15Service Operations Management – Metters, Chapter 13 |
| 13 | Operations in Various Service Sectors |  |

1. **Service Management, Operations, Strategy, Information Technology, James A. Fitzsimmons, 8th Edition, Mc Graw Hill**
2. **Successful Service Operations Management, Metters, 2nd Edition, Cengage**

**All the Best!**