



Course Title: SERVICE OPERATIONS MANAGEMENT

Course Code: POM711

Credit Units: 3

Course Objectives:

The objective of the course is to understand the growing significance and impact of services on the growth and economy and the scientific ways to run the operations so as to optimize the business and brand returns.

Pre-requisites:

The student should have a preliminary understanding of Production and Operations Management

Student Learning Outcomes:

1. Develop an understanding of the terminology and responsibilities that relate to Service Operations Management.
2. Describe the function of the Service Operations Management discipline in various sectors of the economy through case study.
3. Interpret basic tools and skills used in solving problems traditionally associated with operating the service operations system.

L	T	P/S	SW/FW	TOTAL CREDIT UNITS
2	1	-	-	3

Course Content Syllabus

	Weightage (%)
Module I Understanding Service Operations	20
Descriptors/Topics 1. Introduction; Nature & Role of Services in Economy; 2. Service Operations and their Management Fundamentals; 3. Service Strategy; Positioning of Services in the Organisation Value Chain	
Module II Service Operation Infrastructure	20
Descriptors/Topics 4. Service Facility Design, Layout & Location, 5. Off-shoring & Outsourcing;	

6. Technology in Services, 7. Front-office Back-office Interface; 8. Human Factor in Services; 9. External Associates in Service Processes	
Module III Service Process Management	30
Descriptors/Topics 10. Service Encounter Design and Control; 11. Managing Service Processes; 12. Experience Management in Service Operations; 13. Service Quality and Reliability Assurance; 14. Service Process Improvement & the Associated Methodologies; 15. Experience Innovation Paradigm; New Service Development	
Module IV Improving Service Delivery Propositions	30
Descriptors/Topics 16. Service Growth and Globalization; 17. Forecasting Demand for Services; 18. Capacity and Demand Management; 19. Customer Expectations and the Planned Provision in Service Delivery; 20. Legal Aspects of Expectation-Delivery Gaps; 21. Service Waiting Line and Customer Relationship Management; 22. Inventory Management for Improved service Delivery	

Pedagogy for Course Delivery: Lectures, Case studies, Discussions

The course will be a combination of theoretical and case based styles. Case studies, active participation in team exercises, and practical information by Industry experts reinforce learning.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
100		100

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment						End Term Examination
Components (Drop down)	CPA	TP	Q/S	A	ME	
Weightage (%)	5	5	5	5	10	70

Text & References:

- Deborah (2008), Competitive Strategies for Service Businesses, New Delhi: Jaico
- Fitzsimmons & Fitzsimmons (2006), Service Management, Tata McGraw-Hill
- Haksever, et al. (2006), Service Management and Operations, Pearson Education
- Hollins (2007), Managing Service Operations, Sage Publications
- Johnston & Clark (2009), Service Operations Management, Pearson Education
- Metters, et al. (2006), Service Operations Management, Cengage Learning
- Davis & Heineke (2003), Managing Services: People and Technology, Tata McGraw Hill.