

Course Type	Course Code	Name of the Course	L	T	P	Credits
DE	NMSD510	Service Operations Management	3	0	0	3

Course Objective

This subject is about how to manage and improve the operations in service organizations. It aims to provide a clear, authoritative and well-structured treatment of service operations management, helping students understand how service performance can be improved by studying service delivery, and the associated management issues.

Learning Outcomes

- The students will be able to understand the basic theories regarding the service industry.
- After completing the course the student can manage the service industry efficiently.

Unit No.	Topics to be Covered	Lecture Hours	Learning Outcome
1	Introduction to service operations management and nature of services. Nature of services. Formulating a Strategy for managing services. Competitive service strategy development. Cases.	8	Helps to identify traits that all services have in common. Facilitates understanding the central role of services in an economy
			Helps to explain how a strategic classification of services can be helpful to managers.
2	New service development. Strategic Positioning and Service Strategy; Application of technologies in Services. Managing Service Experiences. Cases	8	Helps to formulate a strategic service vision. Facilitates to understand the competitive role of information in services.
3	Concept of Service Quality and measurement tools; Application of statistical process control for quality measurement. Process improvement. Cases	10	Helps to understand the five dimensions of service quality. Helps to understand the service quality gap model to diagnose quality problems.
4	Concept of service facility location and related models. Managing capacity and demand in the context of services. Cases	8	Helps to understand the concepts of facility location and related issues.
5	Quantitative models for services. Forecasting examples in the context services. Inventory concepts in the context of services. Cases	8	Helps to understand various models related to services.
	Total	42	

Text Books:

Service Management: Operations, Strategy, Information Technology by James A. Fitzsimmons and Mona J. Fitzsimmons, Sanjeev K Bordoloi McGraw Hill

Successful Service Operations Management – Richard D. Metters, Kathryn H. King-Metters, Madeleine Pullman & Steve Walton, Cengage Learning.