

Service Operations Management  
Sem III

> **Course Content:**

Semester	III Core
Subject	Service Operations Management
Course Code	MMSOC303 (RGCMS)
Credits	4
Duration	40

**Learning Objective:** To understand the service industry, select its sites, increase its yield by managing inventory and defining service quality

<b>Prerequisites if any</b>	Operations Management Operations Research Statistics for Business
<b>Connections with Subjects in the current or Future courses</b>	Materials Management, Supply Chain Management

**Module**

Sr. No.	Content	Activity	Course Outcome
1.	History of services in Indian context a) Introduction b) Characteristics of Services, Importance of Service Sector, Site Selection for Services: Types of Service Firms –b) Demand Sensitive Services, Delivered Services, Quasi-manufacturing Services, Outsourcing: Contract risk, Outsource Firm Risk Pricing Risk, d) Competitive Advantage e) Information Privacy Risk, f) Firm Specific Risks Offshoring: a) Quantifying Offshoring, b) Offshoring and Competitive Capabilities c) Cost Issues') Non-cost Issues.	Case Study/ Role-play/ Drama/ Group Discussion	MMSOC303.1
2.	Classification of services, its framework, b) Service Delivery System – Process Flow Diagrams, blue printing c) Process Simulation	Case Study/ Role-play/ Drama/ Group Discussion	MMSOC303.2
3.	Site Selection for Services: a) Site Selection for Demand Sensitive Services– Factor Rating, – Regression, –GIS, –Gravity Model of Demand	Case Study/ Role-play/ Drama/ Group Discussion	MMSOC303.3

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	Site Selection for Services: a) Site Selection for Delivered Services– Expected Results, – Mathematical Solution Methods for delivered services, Site Selection for Services: a) Site Selection for Quasi-Manufacturing Services– Mixed Linear / Integer Programming for Location Selection		
4.	Yield Management: a) Capacity Strategies for Yield Management, b) Overbooking, c) Allocating Capacity – Static Methods, –Nested Static Methods, – Dynamic Methods') Pricing, e) Implementation issues– Alienating Customers, –Customer Class Cheating, –Employee Empowerment, f) Cost and Implementation Time.	Case Study/ Role-play/ Drama/ Group Discussion	MMSOC303.4
5.	Inventory Management in Services: a) Services versus Manufacturing Inventory, b) Set Up and Ordering Costs, c) Number of Products, d) Limited Shelf Space, e) Lost Sales versus Back Orders, f) Product Substitution, g) Demand Variance, h) Information Accuracy Inventory Management in Services: a) The Newsvendor Model, b) Multiple Products and Shelf Space Limitations, Inventory Management in Services: a) Inventory Inaccuracy b) Phantom Stock outs, c) Shrinkage's) Revenue Sharing, e) Markdown Money,	Case Study/ Role-play/ Drama/ Group Discussion	MMSOC303.5
6.	Performance measurement of Service Operations: a) Productivity Measures b) Cost Measures c) SERVQUAL model		MMSHC303.6

**II> Course Outcomes**

Code	Course Outcome	Cognition
MMSOC303.1	To apply concepts of Service Industry	Apply
MMSOC303.2	To create process flow for service organization	Create
MMSOC303.3	To apply quantitative methods for site selection decision making	Apply
MMSOC303.4	To apply models for quantifying profitability in services	Apply
MMSOC303.5	To Analyse quantitative models for inventory control	Analyse
MMSOC303.6	To Evaluate service performance	Evaluate

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<b>Text books</b>		
1	Successful Service Operations Management	Metters, King-Metters, Pulliman and Walton
2	Operations Management ( Theory & Practice	B Mahadevan
<b>Reference books</b>		
1	Service Operations Management - Improving Service delivery	Robert Johnston Graham Clark,
2	Service Operations Management	Fritzsimmmons
<b>Assessment</b>		
Internal	40% or 25 %	
Semester end	60% or 75 %	