

### Elective Course 3: Service Operation Management

Course Type:	PS: Program Specialisation	Course Credits:	2
Course Code:	O3SE511	Course Duration:	30 Hours

#### Course Objectives:

- To introduce foundational concepts, theories, and practices specific to service operations management.
- To equip students with skills to design and manage efficient service delivery systems.
- To cultivate analytical capabilities for evaluating service performance, quality, and customer satisfaction metrics.
- To enable students to apply process optimization techniques and lean principles in service contexts.
- To foster strategic thinking around contemporary issues in service operations, including digitization and customer experience management.

#### Course Outcomes:

- CO1: Recall the concepts of service operations management for solving business related problems
- CO2: Explain service operations principles for decision making
- CO3: Develop solutions for service operations business improvement
- CO4: Analyse the data and classify the issue regarding challenges and opportunities
- CO5: Assess the business environment and take a leading role in providing multiple opportunities
- CO6: Generate innovation approaches with technology and plan growth of the service business

Unit/ Module	Content	CO Mapping	Assigned Hours
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1	<p>Services:</p> <p>Introduction Characteristics of Services</p> <p>Importance of Service Sector Classification</p> <p>framework Service Delivery System – Process Flow</p> <p>Diagrams, blue printing</p> <p>Process Simulation</p>	CO1, CO2	3
2	<p>Service Strategy:</p> <p>Introduction to Service Strategy Strategic</p> <p>Positioning Service as Competitive Advantage</p> <p>Service Concept and Operating Strategy Turning</p> <p>Performance Objectives into Operations Priorities</p>	CO3, CO4	3
3	<p>Site Selection for Services: Types of Service Firms</p> <p>Site Selection for Demand Sensitive Services,</p> <p>Delivered Services and Quasi Management</p> <p>Services</p>	CO1, CO2, CO5	3
4	<p>Managing Service Quality:</p> <p>Defining, Measuring, Identifying Gaps in Service</p> <p>Quality Service Quality Design Achieving Service</p> <p>quality, Cost of Service Quality SERVEQUAL Model</p>	CO1, CO2, CO3	3
5	<p>Yield Management:</p> <p>Introduction to Yield Management, Capacity</p> <p>Strategies, Overbooking, Allocating Capacity and</p> <p>Implementation issues</p>	CO4, CO5, CO6	3
6	<p>Inventory Management in Services:</p> <p>Services versus Manufacturing Inventory Need for</p> <p>Inventory Science, The Newsvendor Model,</p> <p>Uncertain Sales Multiple Products and Shelf Space</p> <p>Limitations Practical methods to reduce stock outs,</p> <p>shrinkage and inventory inaccuracy</p>	CO2, CO3, CO4	3

7	Offshoring and Outsourcing: Outsourcing: Contract risk, Outsource Firm Risk, Pricing Risk, Competitive Advantage, Information Privacy Risk, Firm Specific Risks Offshoring: Offshoring and Competitive Capabilities: Cost Issues Offshoring and Competitive Capabilities: Non-cost Issues	CO2, CO3, CO4	3
8	Service Processes: Introduction Service Processes and their importance Understanding the nature of service processes Service Blue Printing	CO1, CO2, CO3	3
9	Performance measurement of Service Operations: Purpose of performance measurement, a balance of measures, benchmarking, the relationship between operational decision and business performance The service performance network	CO3, CO4, CO5	3
10	Driving Operational Improvement: Approached to operational improvement, Service recovery, service guarantees	CO3, CO4, CO5	3

#### **Textbooks:**

1. Metters, King-Metters, Pulliman and Walton "Successful Service Operations Management 2e", Sengage Learning India Pvt. Ltd. 2006
2. "Services Operations Management : Improving Services Delivery" by Robert Johnson Graham, Clark, Prentice Hall, Pearson Education, 2008

#### **Reference Books:**

1. James A. Fitzsimmons & Mono J. Fitzsimmons "Service Management" Tata McGraw-Hill, sPublishing Co. Ltd. New Delhi
2. Bill Hollins and Sadie Shinkins "Managing Service Operations –Design and implementation" Sage Publication New Delhi 2006
3. Roger G. Schroeder, "Operations Management" Tata McGraw-Hill, New Delhi

2009

4. B Mahadevan “Operations Management (Theory & Practice)

