

III Semester Electives (OPERATIONS)

17MB231 SERVICE MANAGEMENT

Course Objective:

The objective of this course is to enable the students to gain knowledge about the service management. This course will develop skills of students in the area of designing the service enterprises, managing service operations, developing quantitative models and managing inventory and quality; to acquaint the students about various issues of service Operations management.

Course Outcomes:

At the end of the course the student will be able to

- Understand concepts; develop skills in the area of Operations management and Design of service enterprises
- Able to develop strategies and supply relationships for effective management of services.
- Hone their abilities for developing quantitative models for service management
- Hone their abilities to build the projecting and implement the project systematically
- Able to develop skills for management of inventory and service quality.

UNIT - I: Understanding Services: The concept of service operations, Role of Services in an Economy, States of Economic Development, Nature of the Service Sector, Sources of Services Sector Growth, Distinctive Characteristics of Service Operations, Classifying Services for Strategic Insights, An Open-Systems View of Services, The strategic Service Vision, Understanding the Competitive Environment of Service, Competitive Service Strategies, Strategic Analysis, Winning Customers in the Marketplace, The Competitive Role of Information in Services, the virtual value chain, Stages in Service Firm Competitiveness, service operations management practices and Service Benchmark.

UNIT - II: Designing the Service Enterprise: Innovation in Services, New service Development, Service Design Elements, Strategic Positioning through process structure, Service Blueprinting, Taxonomy for Service Process Design, Generic Approaches to Service System Design, Generic Approaches to Service System Design, Intellectual Property, Technology in the Service Encounter, The Emergence of Self-Service, Automation in Service, The Internet as Service Enabler, E-Commerce, E-Business Models, Economics of Scalability, Technological Innovation in Services.

UNIT - III: Managing Service Operations: Generic Strategies of Level Capacity, Strategies for Managing demand, Strategies for Managing Capacity, Managing waiting lines the Economics of Waiting, Queuing Systems, The Psychology of Waiting, Principles of Waiting Line Management, Essential Feature of Queuing Systems. Service Supply Relationships, Service Supply Relationships, Managing Service Relationships, Professional Service Firms, Outsourcing services, Globalization of Services, Domestic Growth and Expansion Strategies, Franchising, Globalization of Services, Global Service Strategies

UNIT - IV: Quantitative Models for Service Management and demand forecasting: Capacity Planning and Queuing Models, Analytical Queuing Models, Capacity Planning Criteria, Average Customer Waiting Time, Probability of Excessive Waiting, Minimizing the sum of Customers Waiting Costs and Service Costs, Probability of Sales Lost Because of Inadequate Waiting Area. **Forecasting Demand** for Services The Choice of Forecasting Method, Subjective Models, Causal Models, Time Series Models.

UNIT - V: Managing Service Inventory and Quality: Inventory Theory, Order Quantity Models, Inventory Management under Uncertainty, Inventory Control Systems, Single-Period Model for Perishable Goods, Retail Discounting Model, **Service Quality:** Concept of Service Quality, Measuring Service Quality, Quality Service by Design, Walk-Through Audit, Achieving Service Quality, Service Recovery, Stages in Quality Development.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Visit any service sector organization and prepare the report on service operations
2. Prepare a service blue print for a service organization.
3. Visit any service sector organization and prepare the report on service strategies followed by the organization.
4. Prepare a queuing model for a service sector organization nearer to you.
5. Visit any service sector organization and prepare the report on service quality measures followed by the organization.

Text Book:

1. James A. Fitzsimmons and Mona J. Fitzsimmons “Service Management” 7e, Mc Graw Hill, 2014.

REFERENCE BOOKS:

1. Metters, King-Metters, Pullman and Walton “Service Operations Management” 2e Cengage 2015
- B.Mahadevan, “Operations Management”, 2e, Pearson .