

Service Operations Management
Sem III

> **Course Content:**

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| 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

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

Module

| Sr. No. | Content | Activity | Course Outcomes |
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| 1 | Services: Introduction Characteristics of Services, Importance of Service Sector | Lecture with discussion | MMSOC303.1 |
| 2 | Classification of services: Classification framework, Service Delivery System – Process Flow Diagrams, blue printing Process Simulation | Lecture with discussion | MMSOC303.1 |
| 3 | Site Selection for Services: Types of Service Firms – Demand Sensitive Services, Delivered Services, Quasi-manufacturing Services, | Lecture with discussion & examples | MMSOC303.1 |
| 4 | Site Selection for Services: a) Site Selection for Demand Sensitive Services Factor Rating, Regression, –GIS, –Gravity Model of Demand | Developing quantitative models for various situations | MMSOC303.2 |
| 5 | Site Selection for Services: a) Site Selection for Delivered Services Expected Results, Mathematical Solution Methods for delivered services | Developing quantitative models for various situations | MMSOC303.2 |
| 6 | Site Selection for Services: a) Site Selection for Quasi- Manufacturing Services – Mixed Linear / Integer Programming for Location Selection | Developing quantitative models for various situations | MMSOC303.2 |

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| 7 | Yield Management: Capacity Strategies for Yield Management, Overbooking, | Developing quantitative models for various situations | MMSOC303.3 |
| 8 | Yield Management: Allocating Capacity – Static Methods,–Nested Static Methods, –Dynamic Methods. Pricing, Implementation issues – Alienating Customers, –Customer Class Cheating, –Employee Empowerment, f) Cost and Implementation Time. | Developing quantitative models for various service situations | MMSOC303.3 |
| 9 | Inventory Management in Services: The Newsvendor Model, Multiple Products and Shelf Space Limitations, | Quantitative Models | MMSOC303.4 |
| 10 | Inventory Management in Services: Inventory Inaccuracy Phantom Stock outs, Shrinkage. Revenue Sharing, e) Markdown Money, | Quantitative Models | MMSOC303.4 |
| 11 | Inventory Management in Services: Inventory Inaccuracy, Phantom Stock outs, Shrinkage. Revenue Sharing, e) Markdown Money, | Lecture with discussion | MMSOC303.4 |
| 12 | Outsourcing: Contract risk, Outsource Firm Risk | Lecture with discussion | MMSOC303.1 |
| 13 | Offshoring : Quantifying Offshoring, Offshoring and Competitive Capabilities Cost Issues Non-cost Issues. | Lecture with discussion | MMSOC303.1 |
| 14 | Performance measurement of Service Operations: a) Productivity Measures b) Cost Measures c) SERVQUAL model | Lecture with discussion | MMSOC303.5 |

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II> Course Outcomes

| Code | Course Outcome | Cognition |
|-------------|---|------------------|
| MMSOC303.1 | Understand basics of services, its workflow, complexities, offshoring and outsourcing | Understand |
| MMSOC303.2 | Understand site selection methods for services | Understand |
| MMSOC303.3 | Understand models for quantifying profitability in services | Understand |
| MMSOC303.4 | Analyze Inventory control models in service industry | Analyze |
| MMSOC303.5 | Evaluate performance in service operations | Evaluate |

Text books

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| 1 | Successful Service Operations Management | Metters, King-Metters, Pullimanand Walton |
| 2 | Operations Management(Theory & Practice | B Mahadevan |

Reference books

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| 1 | Service Operations Management - Improving Service delivery | Robert Johnston Graham Clark, |
| 2 | Service Operations Management | Fritzsimmons |