

INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR

Post Graduate Diploma in Management (PGDM)

SERVICE OPERATIONS MANAGEMENT [OM618]

CREDIT: Full (three credits)

SESSION DURATION: 90 Minutes

TERM: VI

YEAR: 2015-2017

BATCH: II

FACULTY: Prof. A.B. Raju

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Course Introduction: Services constitute major part of many economies in the world including India and its share is increasing day by day. This course is an introduction to the concepts, principles, problems, and practices of successful service operations management. Topics covered include: the role of services in the economy, strategic positioning and internet strategies, environmental strategies, new service development process, managing service expectations, front-office & back-office interface, service quality, yield management, waiting time management, and site selection.

Learning Outcome:

1. Apply basic tools and skills used in solving problems traditionally associated with operating the service operations system.
2. Apply the interface of Service Operations Management with the other management functions, such as marketing, procurement & sourcing, outsourced good & services and customers.
3. Able to deploy technology in the improvement of service, customer relationships and globalization.

Course Pedagogy: It shall consist of class room lectures, case studies, discussion on practical situations, assignments and presentations by students etc.,

Course Readings:

1. Successful Service Operations Management by Metters, King-Metters, Pullman and Walton
– Thomson / South Western 2/e
2. Service Management by James A. Fitzsimmons – Tata McGraw Hill
3. Service Operations Management by Robert Johnston and Orah

Additional Learning Resources:

1. Retail Management by Levy – Tata Mcgraw Hill 6/e

Course Evaluation Criteria:

Class Participation – 10%
 Quiz - 10%
 Case Analysis - 20%
 Presentation - 20%
End-term exam - 40%
 TOTAL =100%

Session Plan:

| Session No. | Topic & Subtopic Details | Chapter (Successful Service Operations Management) | Readings, Cases, etc. | Learning Outcome |
|-------------|--|--|------------------------------|---------------------|
| 1,2 | Introduction: Services in the economy | 1 | Arvind Eye Care | LO1 |
| 3 | Formulating strategy – Service strategy | 2 | Singapore Airlines | LO1,LO2 |
| 4 | Service Positioning | 2 | Crossroads | LO1,LO2 |
| 5 | Internet strategies | 3 | | LO1,LO2,LO3 |
| 6 | Environmental strategies | 4 | Chemical Mgmt at Delta | LO1,LO2 |
| 7, 8 | Delivery design systems – New service | 5 | Dainik Bhaskar | LO1,LO2 |
| 9, 10 | Managing service | 6 | Singapore | LO1,LO2 |
| 11 | Front & back office | 7 | | LO1,LO2,LO3 |
| 12 | Offshoring & outsourcing | 8 | Offshoring a call center for | LO1,LO2,LO3 |
| 13 | Improving delivery system – Process analysis | 9 | Millennium Dome | LO1,LO2,LO3 |
| 14 | Service Quality | 10 | | LO1,LO2 |
| 15 | Six Sigma for Service Process | 11 | | LO1,LO2 |
| 16 | System Optimization - Yield Management | 12 | | LO1,LO2 |
| 17 | Inventory Management | 13 | | LO1,LO2 |
| 18 | Site selection for services | 16 | | LO1,LO2 |
| 19 & 20 | Student Presentations | | | LO1,LO2,LO3 |