



International Management Institute, Bhubaneswar
Post Graduate Diploma in Management (PGDM)
Service Operations Management (OM618)
CREDIT: Full (3 credits)
SESSION DURATION: 60 Minutes

TERM: IV

BATCH:2018-20

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Course Introduction: Service Operation provides direction on how to achieve success and efficiency in delivering and supporting services. The sole aim of the Service Operation phase is to ensure value to the customer and the service provider by delivering and managing quality services at the agreed upon levels. Any activity that forms part of a service is included in Service Operation, whether it is performed by the service provider, an external supplier, or a customer of that service. Some actions that take place in the Service Operation phase include resolving service disruptions, fulfilling user requests, and performing continuous operational activities.

Course Objectives (CO):

1. Skill to comprehend concepts and role of 'Service Operations Management'.
2. Ability to assess the impact of Service Operations Management on business in Current Scenario.
3. To develop analytical skills for the Service Operations concept.
4. Skill to integrate Service operations concept into a business.

Learning Outcome (LO)

- a) Analysis of meaning of services and its importance in economy
- b) Comprehensive overview of Service Operations and areas affected by it
- c) Interpretation the difference between 'Service Operations' and 'Manufacturing Operations'
- d) Analysis and integration of Service Processes
- e) Ability to create and understand 'Process Flow Diagram'.
- f) Interpretations of Service Quality Models
- g) Understanding of Performance Measures of services

Pre-requisites for the course

1. Basic understanding of management and operation management fundamentals

Pedagogy

Pedagogy would be a combination of lectures, case studies and problem-solving. Lecture classes shall be discussion based and students are expected to read the relevant chapters from the **book and any other reading material provided before** they come to the class. Case studies will be discussed which will help in understanding Service Operations Management in actual work situations. The course will be taught as

per the session plan is given in this document. *Students are expected to participate in the class discussions.*

Evaluation criteria

	Mapped Learning Outcome	Percentage	Remark
End term exam	a, b, c	40	At the end of course
Mid-term exam	a, b, c, f, g	30	As per academic calendar
Assignment/Presentation /Class assessment	d, e, f	20	Class assessment will be evaluated with participation in discussion
Quiz	a, g, d	10	On 18 th Session

Reading

Text Books:

1. Service Operations Management: Improving Service Delivery, Robert Johnston Graham Clark Michael Shulver, 4e, Pearson
2. Metters, R. et al., Successful Service Operations Management, 2e.
3. Managing Service Operations - Design and Implementation, by Bill Hollins and Sadie Shinkins, SAGE
4. Introduction to Management Science, by Bernard W. Taylor, Pearson Publication
5. Operation Research , by J. K Sharma, Mc Millan Business Books, Second Edition

List of Cases

S.N	List of cases	Concerned Session Number
1.	Oberoi Hotels: Train Whistle in Tiger Reserve	5
2	Dell Computers: Field Service for Corporate Clients	12
3	Zipcar Influencing Customer behavior	13
4	eBay: The Customer Marketplace	27
5	Gateway: Moving beyond the Box	29

Session Plan

S. No.	Topic	Session No.	Covered LO	Reading
1	Introduction, Definition, Importance	1	a	Chapter 1 of reading 1
2	Classification and Service Concept	2	a, b	Chapter 2 and 3 of reading 1
3	Focused and Unfocused Service	3	a, b, c	Chapter 2 and 3 of reading 1
4	Customer Expectation and satisfaction	4	c, d, e	Chapter 3 and 4 of reading 1
5	Supply Chain relationship in services	5		Chapter of 3 and 4 reading 1
6	Discussion on Case "Oberoi Hotels: Train Whistle in Tiger Reserve" and Presentation	6	d, e	Refer course book
7	Managing Intermediaries in service supply Chain	7	d, e	Chapter 5 of reading 1
8	Service Deliveries	8	c, d, e	Chapter 6, 7 and 8 of reading 1
9	Service Processes and resource utilization in service	9	c, d, e,	Chapter 6, 7 and 8 of reading 1
10	The Process environment: Servicescape and Service factory	10	c, d, e,	Chapter 6 of reading 1
11	Service Environment	11	c, d, e	Chapter 6 of reading 1
12	Case: "Dell Computers: Field Service for Corporate Clients"	12	a, d	Refer course book
13	Case : "Zipcar Influencing Customer behavior"	13	a, d,	Refer course book
14	Queuing Theory- Introduction and Concept	14	d, e	Chapter 13 of reading 4
15	Poisson distribution	15	d, e	Chapter 13 of reading 4
16	Queuing theory application	16	d, e, g	Chapter 13 of reading 4
17	Queuing theory examples and replacement theory	17	d, e, g,	Chapter 17 of reading 5
18	Quiz and Sequencing- (Introduction)	18	d, e, g	Chapter of reading 4
19	Solution of sequencing problem by Gant-Chart	19	d, e, g,	Chapter 20 of reading 5
20	Johnson's rule	20	d,e,g	Chapter 20 of reading 5
21	Service Performance measurement	21	f, g	Chapter 10 of reading 1
22	Linking operational decision to operation performance	22	f, g	Chapter 11 of reading 1
22	Quality Management (Introduction)	23	e, f, g	Chapter of reading 1
23	Service Quality Models	24	f, g	Refer Course book
24	Method to measure service quality	25	f, g	Refer Class PPT
25	Validation and verification of Quality Measurement tools	26	f, g	Refer Class PPT
26	eBay: The Customer Marketplace	27	d, e, f	Chapter of reading 1
28	Service Strategy and Culture	28	c, d, e, f,	Chapter 13 and 14 of Reading 1
29	Case: Gateway: Moving beyond the Box	29	c, d, e, f	Refer course book
30	Conclusion of course	30		-----