



**International Management Institute, Bhubaneswar**  
**Post Graduate Diploma in Management (PGDM)**  
**Service Operations Management (OM618)**  
**Credit: 3 Credits**  
**Session Duration: 60 Minutes**

**TERM: VI**  
**ACADEMIC YEAR: 2020-2021**  
**BATCH: PGDM (2019-21)**

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**Office hours:** 9:30 a.m. - 5.30 p.m.

**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.
- 2 To develop analytical skills for the Service Operations concept.
- 3 Skill to integrate Service operations concept into a business.

**Learning Outcome (LO)**

- LO1 Analysis of meaning of services and its importance in economy
- LO2 Comprehensive overview of Service Operations and areas affected by it
- LO3 Interpretation the difference between 'Service Operations' and 'Manufacturing Operations'
- LO4 Analysis and integration of Service Processes
- LO5 Ability to create and understand 'Process Flow Diagram'.
- LO6 Interpretations of Service Quality Models
- LO7 Understanding of Performance Measures of services

**Pre-requisites for the course**

1. Basic understanding of management and operation management fundamentals

**Course 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**

	Learning Outcomes	Percentage	Remark
End term exam	LO-1, 2, 3	40	At the end of course
Assignment/Class assessment including case discussions	LO-1, 2, 3, 4, 5, 6	20	Class assessment will be evaluated with participation in discussion
Group Presentation	LO-1, 2, 4	20	After 30 sessions
Quiz	LO-1, 2, 3	20	After 18 <sup>th</sup> Session

**Reading****Text Books:**

1. Service Operations Management: Improving Service Delivery, Robert Johnston Graham Clark Michael Shulver, 4e, Pearson

**Reference Book:**

1. Service Management: Operations, Strategy, Information Technology, James A. Fitzsimmons, McGraw Hill Higher Education

**Session Plan**

Session	Topic	Learning Outcomes	Reading
1-2	Introduction and Evolution of Service Operations Management	LO-1	Text Book- Chapter 1
3-4	Understanding the challenges of Operations Managers	LO-1, 2	Text Book- Chapter 2
5	Focused and Unfocused Service	LO-1, 2, 3	
6	Customer Expectation and satisfaction	LO-3, 4, 5	Text Book- Chapter 5
7-9	Supply Chain relationship in services Case Discussion Managing Intermediaries in service supply Chain	LO-1, 2, 3, 4,5	Text Book- Chapter 6
10-12	Designing service processes Case Discussion	LO- 3, 4, 5	Text Book- Chapter 8
13-15	Measuring controlling and managing	LO-4, 5, 6	Text Book- Chapter 9
16-18	Human dimension in services management; Selection and use of enabling technologies.	LO-4, 5, 7	Text Book- Chapter 10
19-22	Service strategies: Formulation, Growth and expansion strategies; Service firm competitiveness, World class service delivery firms; Service Management in the International arena	LO-4, 5, 7	Text Book- Chapter 15, 17
23-25	Managing service resources	LO-6, 7	Text Book- Chapter 11
26-29	Quality Management (Introduction) Service Quality Models Method to measure service quality Validation and verification of Quality Measurement tools	LO-5, 6, 7	Reference Book – Chapter 6
30	Conclusion of course	LO-2	

Session 31- Group Presentations