

SSLC, HSE, DIPLOMA, B.E/B.TECH, M.E/M.TECH, MBA, MCA

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BA5029 SERVICES OPERATIONS MANAGEMENT

DETAILED SYLLABUS

OBJECTIVE:

- To help understand how service performance can be improved by studying services operations management

UNIT I INTRODUCTION

Services – Importance, role in economy, service sector – growth; Nature of services -Service classification, Service Package, distinctive characteristics, open-systems view; Service Strategy – Strategic service vision, competitive environment, generic strategies, winning customers; Role of information technology; stages in service firm competitiveness; Internet strategies - Environmental strategies.

UNIT II SERVICE DESIGN

New Service Development – Design elements – Service Blue-printing - process structure – generic approaches –Value to customer; Retail design strategies – store size – Network configuration; Managing Service Experience –experience economy, key dimensions; Vehicle Routing and Scheduling

UNIT III SERVICE QUALITY

Service Quality- Dimensions, Service Quality Gap Model; Measuring Service Quality – SERVQUAL - Walk-through Audit; Quality service by design - Service Recovery - Service Guarantees; Service Encounter – triad, creating service orientation, service profit chain; Front-office Back-office Interface – service decoupling.

UNIT IV SERVICE FACILITY

Services capes – behaviour - environmental dimensions – framework; Facility design – nature, objectives, process analysis – process flow diagram, process steps, simulation; Service facility layout; Service Facility Location – considerations, facility location techniques – metropolitan metric, Euclidean, centre of gravity, retail outlet location, location set covering problem

UNIT V MANAGING CAPACITY AND DEMAND

Managing Demand – strategies; Managing capacity – basic strategies, supply management tactics, operations planning and control; Yield management; Inventory Management in Services– Retail Discounting Model, Newsvendor Model; Managing Waiting Lines –Queuing systems, psychology of waiting; Managing for growth- expansion strategies, franchising, globalization.

OUTCOME:

- To design and operate a service business using the concepts, tools and techniques of service operations management.

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