

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION

**Year – 2 (Semester – IV) (W.E.F. Academic Year 2018-19)**

**Specialization: Elective**

**Subject Name: Service Operations Management (SOM)**

**Subject Code: 3549287**

**1. Learning Outcome:**

- Acquaintance with basics of Service Operations Management and execution.
- Understanding the contemporary and cutting edge developments in Service and Operations Management.

**2. Course Duration:** The course duration is of **36 sessions of 75 minutes** each.

**3. Course Content:**

Module No.	Modules / Sub-Modules	No. of Sessions	70 Marks (External Evaluation)
<b>I</b>	<p><b>Services:</b>            Characteristics of Services, Importance of Service Sector, Classification framework, Service Delivery System – Process Flow Diagrams, Process Simulation, Site Selection for Services: Types of Service Firms – Demand Sensitive Services, Delivered Services, Quasi-manufacturing Services, Site Selection for Demand Sensitive Services – Factor Rating, Regression, GIS, Gravity Model of Demand, Site Selection for Delivered Services – Expected Results</p>	9	17
<b>II</b>	<p>Mathematical Solution Methods for delivered services, Site Selection for Quasi- Manufacturing Services – Mixed Linear / Integer Programming for Location Selection</p> <p><b>Yield Management:</b>            Capacity Strategies, Yield Management, Overbooking, Allocating Capacity – Static Methods, Nested Static Methods, Dynamic Methods. Pricing, Implementation issues – Alienating Customers, Customer Class Cheating, Employee Empowerment, Cost and Implementation Time.</p>	9	17
<b>III</b>	<p><b>Inventory Management in Services:</b>            Services versus Manufacturing Inventory, Set Up and Ordering Costs, Number of Products, Limited Shelf Space, Lost Sales versus Back Orders, Product Substitution, Demand Variance, Information Accuracy, The Newsvendor Model, Multiple Products</p>	9	18

	and Shelf Space Limitations, Inventory Inaccuracy – Revenue Sharing, Markdown Money, Phantom Stock outs, Inventory Inaccuracy, Shrinkage.		
<b>IV</b>	<b>Offshoring and Outsourcing:</b> Outsourcing – Contract risk, Outsource Firm Risk and Pricing Risk, Competitive Advantage and Information Privacy Risk, Firm Specific Risks, Offshoring, Quantifying Offshoring, Offshoring and Competitive Capabilities – Cost, Non-cost Issues.	9	18
<b>V</b>	Practical Project based on the above topics <ul style="list-style-type: none"> <li>• Case Studies and Presentations</li> <li>• Students can also visit service firms and study their revenue and yield management practices</li> </ul>	---	(30 marks CEC)

#### 4. Teaching Methods:

The course will use the following pedagogical tools:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

#### 5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

<b>A</b>	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc.	(Internal Assessment- 50 Marks)
<b>B</b>	Mid-Semester examination	(Internal Assessment-30 Marks)
<b>C</b>	End –Semester Examination	(External Assessment-70 Marks)

#### 6. Reference Books:

<b>Sr. No.</b>	<b>Author</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
1	Metters, King-Metters, Pulliman and Walton	Successful Service Operations Management	Cengage India	Latest Edition
2	Robert Johnston Graham Clark	Service Operations Management - Improving Service delivery	PHI	Latest Edition
3	James A. Fitzsimmons, University of Texas at Austin	Service Management: Operations, Strategy, Information Technology	McGraw Hill Publications	Latest Edition

4	David W. Parker	Service Operations Management: The Total Experience	Edward Elgar Publishing Ltd	2nd Revised edition
5	George Firth	Service Operations Management	Willford Press	First
6	Chris Hope , Alan Muhlemann	Services Operations Management	Prentice Hall	Latest Edition

**7. List of Journals / Periodicals / Magazines / Newspapers etc.**

1. International Journal of Services and Operations Management
2. Journal of Humanitarian Logistics and Supply Chain Management
3. International Journal of Quality & Reliability Management