

Service operations Management -II

1 Inventory Management in Services: 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 and Shelf Space Limitations, Inventory Inaccuracy – Revenue Sharing, Markdown Money, Phantom Stock outs, Inventory Inaccuracy, Shrinkage.

2. Service process Design

2. Off-shoring Outsourcing – Contract risk, Outsource Firm Risk and Pricing Risk, Competitive Advantage and Information Privacy Risk, Firm Specific Risks, Off shoring, Quantifying Off shoring, Offshoring and Competitive Capabilities – Cost, Non-cost Issues.

3 Service disaster Recovery

3. Case Studies and Presentations

1. Reference Text Successful Service Operations Management by Metters, King-Metters, Pulliman and Walton, Thomson India Edition, 2 nd Edition.

2. Service Operations Management - Improving Service delivery by Robert Johnston Graham Clark, Prentice Hall