



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2018-2019)

Programme Name: MMS

Name of the Course: **Service Operations Management**

Maximum marks:100

No. of Sessions: 13

Name of the Faculty: Dr. Nitin Joshi

Mobile No: 9820163314

Email: njoshi@vpmthane.org

Weblink:

Learning Objectives: At the end of the 13 sessions participants of the program will learn:

1. To share their understanding of Services operations management.
 2. To learn to observe and see things beyond what is obvious.
 3. How Services business can help exploring possibilities of increasing profits.
 4. The art of coping up with services failures.
 6. To analyze real world examples and case studies through effective independent and collaborative work.
 7. The importance of inventory management in services business
 8. The benefits of outsourcing.
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Reference Books:

1. James A. Fitzsimmons & Mono J. Fitzsimmons “Service management” Tata McGraw-Hill Publishing Co Ltd. New Delhi
2. Bill Hollins and Sadie Shinkins “ Managing Service Operations –Design and implementation” Sage Publication New Delhi 2006.
3. Roger G. Schroeder , “ Operations Management “ Tata McGraw-Hill New Delhi 2009
4. Successful Services Operations Management by Metters, King –Metters, Pullman and Walton , Cengage Learning India
5. Services Operations Management : Improving services delivery by Robert Johnson Graham Clark, Prentice Hall.



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Plan:

Session No	Topics to be covered	Books to be referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Expected Learning outcomes	Evaluation of Students understanding by MCQs/Quiz/Short Test
1	Introduction to Services economy, growth of services sector, Government Initiatives, Recent Development in Services sectors. Reasons for growth of services sector. Factors critical for service industry.	Chapter No. One of “ Intro to Services Management” page no. 3 of the book Managing Services Operations.	Express the concept of Services management Understand the role of Operations manager in services Sector.	MCQ / Asking them questions
2	Classification of services, Distinctive Characteristics of Services, Critical factors for success of services business. Service delivery System-Process flow diagram, process simulation	Case : Village Volvo Case : Xpresso Lube , Chapter Two of Services management Page 17-29	Differentiate characteristics of services. Explain how classification helps in business management.	How they interpret during case. Students to understand that Customer centricity is important for operations as well.
3	Site Selection for services: Types of firms, Factor rating model, Regression, GIS.	Page 328-343, Chapter 16 Successful services operations management by Cengage learning India by Metters	Suggest an appropriate location decision using an model. Elaborate on factors affecting locations decision.	Student to solve at home and show
4	Selection for Quasi Mfg services , Demand sensitive services , Site selection of Delivered services-expected results	Page 343, Chapter 16, Successful services operations management by Cengage learning India by Metters	Thinks of all the factors associated with the services locations and should share it with reasons. Estimate the demand for services.	Assignment
5	Gravity Model, Mathematical solutions Methods for delivered services,	Page 201-217, Chapter 11 Service Location and distribution , from Managing Services Ops.	For warehousing etc how to identify the location coordinates.	Assignment



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6	Mixed linear Integer programming for location selection.	Page 343, Chapter 16, Successful services operations management by Cengage learning India by Metters....	How to use the data for decision making	Solve a problem to check.
7	Capacity management, Strategies of managing Demand, Strategic role of capacity decisions. Static Methods Nested static methods	Page 234, Yield management, in the book -Successful Service operations management by Cengage learning	Know how to calculate people efficiency and get the number for the jobs	Quiz
8	Dynamic methods, Pricing Implementation issues. Employee empowerment. Cost and implementation time.	http://smallbusiness.chron.com/dynamic-pricing-strategy-5117.html	Understand the methods and demonstrate the use of the model.	Check with a problem
9	Services Vs Mfg Inventory, Setup and ordering cost, Inventory Management : Cost factors in services, Multiple products and shelf space limitations ,	Page 258 , Successful Service operations management by Cengage learning by Metters... http://smallbusiness.chron.com/five-differences-between-service-manufacturing-organizations-19073.html , http://bizshifts-trends.com/2014/05/18/war-retail-shelf-space-battle-shelf-placement-fight-low-slotting-fees-position-mindshare/	Understand the cost of inventory and ways of reducing it. Understand Value of space in Retail and how to use it optimally.	Test and Q&A
10	Demand variance Information accuracy, The newsvendor model,	Chapter 17 of services management 453 , http://faculty.chicagobooth.edu/donald.eisenstein/research/News vendor Model.pdf	How vendor Effective vendor management can help business make more profits.	Q&A
11	Inventory Inaccuracy , Revenue sharing, Markdown Money,	Chapter 13 , Page 271-272 Successful Service operations management by	Importance of accuracy in information and every bit is important in business.	Q&A



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	Management Back order, Information accuracy,	Cengage learning http://www.inc.com/articles/2005/03/markdowns.html .		
12	Inventory Management , Phantom stock outs	https://faculty.fuqua.duke.edu/~lc91/More/papers/Chen_Inspection_2014.pdf	Opportunity cost and how stock out is a big cost.	Test
13	Off Shoring and Outsourcing: Contract Risk, Pricing Risk, Pricing in services , How to build pricing strategy, Pricing methods	Managing Services Operations : Page 134-151, The Empire strikes Back,	Explain outsourcing as a concept. Explain strategies of outsourcing.	Student to visit supplyworks.com and examine how they streamline the purchase process.
14	Off Shoring and Outsourcing: Information privacy risk, Off shoring and competitive risk	Managing Services Operations : Page 332-336	How scalability is possible in this era with outsourcing.	Q&A
15	Presentations by students on small projects	Will be based on the class interactions	How to present a case in a effective manner with a solution	

- Refer syllabus copy to make plan

2. Practical Approach : Other activities (Atleast 4 distinct activities)

Sr. No.	Activity Name	Topic Coverd	Learning outcomes	Source
1	Role Play	<u>Services process improvement</u>	<u>Observation skills to be worked upon</u>	
2	Industry Visit			
3	Academic Projects	<u>Small projects from learning perspective within the institute.</u>		



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4	Book Review			
5	Group Discussion	<u>Inventory management</u>	<u>Change your lenses</u>	
6	Business Quiz / Business News sharing			
7	Videos / Simulation			
8	Use of Software and Labs			
9	Any other activity	<u>Presentations</u>	<u>Confidence building and making effective presentations</u>	

3. Decision Making Approach : Cases to be referred : (min 3 cases)

Sr. No.	Case Name	Topic Covered	Learning outcomes	Source
1	<u>Volkswagen case</u>	<u>Major Corporate Governance Failures</u>	<u>Understand unethical practices, problems and issues , its consequence and also how to avoid unethical practices</u>	http://www.ft.com/cms/s/0/e2ead4fa-8311-11e5-8e80-1574112844fd.html#axzz3vkh6O4qT
2	<u>Lessons from Nestlé's crisis in India</u>	<u>Problems Noticed in various Corporate Failures.</u>	<u>Will understand how to learn from mistakes nad also to pay attention to critical factors</u>	http://www.ethicalcorp.com/stakeholder-engagement/asia-column-lessons-nestles-crisis-india
3	<u>Coca-Cola India's Corporate Social Responsibility Strategy</u>	<u>Corporate Social Responsibility</u>		http://www.icmrindia.org/casestudies/catalogue/Business%20Ethics/Coca-Cola%20India-CSR%20Strategy-Case%20Studies1.htm
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Internal evaluation

I) Internal:

Component	Details	Marks
Class Test	Presentation of different topic	20
Presentation		5
Case Study	Ongoing	5
Participation		10
Total		40

II) External:

(Sample questions)

1. Imagine that you are planning a location for a new pizza restaurant. What sort of information do you need to inform your decision maker? What decision –making techniques will you use to decide between alternative locations.
2. What factors are important for a manager to consider when attempting enhancing a service firm’s image?
3. Explain the importance/role of services operations management in the economy?
4. Managing capacity in services operations has been a challenges. There is a lot of complexity when it comes to demand flow. Please comment on the statement with an example of your choice.
5. Capacity management in a complex in service business. There are various strategies which are being used by various organization based on their experience . Can you suggest a strategy and substantiate it with a relevant example.

Signature of Faculty

Signature of the Co-ordinator