



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2019-2020)

Programme: MMS Semester: III Period: July'19 – Nov'19
Course Code: MMS-3-OP-C-03
Name of the subject: Services Operations management
Maximum marks: 100 (60+40) No. of Sessions: 13 (3 hrs each)

Name of the Faculty: NJ
Mobile No: 9820163314 Email: njoshi@vpmthane.org

Program Outcomes (PO)	Course Outcomes (CO)
1. Decision making 2. Analytical approach 3. Technology Deployment	1. Analyse different Service processes 2. Evaluate inventory management systems in services business 3. Develop quantitative models for various service situations

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.

A. Plan:

<u>Sess ion No.</u>	<u>Pl. Date</u>	<u>Topic</u>	<u>Ref. Study Material</u>	<u>Course Outcomes</u>
<u>1</u>		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. 1 of “ Intro to Services Mgmt” page no. 3 of the book Managing Services Operations.	Appreciate the role of Operations manager in services Sector.
<u>2</u>		Classification of services, Distinctive Characteristics of Services, Critical factors for success of services business.	Case : Village Volvo Case : Xpresso Lube , Chapter Two of Services management	Differentiate characteristics of services. Explain how



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		Service delivery System-Process flow diagram, process simulation	Page 17-29	classification helps in business management.
3		Internal Test 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.
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.
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.
6		Internal Test 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
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
8		Dynamic methods, Pricing Implementation issues. Employee empowerment. Cost and implementation time.	http://smallbusiness.chron.com/dynamic-pricing-strategy-5117.html	Know how to calculate people efficiency and get the number for the jobs



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<u>9</u>		Internal Test 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...	Appreciate the cost of inventory and ways of reducing it. Appreciate Value of space in Retail and how to use it optimally.
<u>10</u>		Demand variance Information accuracy, The newsvendor model,	Chapter 17 of services management 453 , http://faculty.chicagoboth.edu/donald.eisenstein/research/NewsvendorModel.pdf	How vendor Effective vendor management can help business make more profits.
<u>11</u>		Inventory Inaccuracy , Revenue sharing, Markdown Money, Management Back order, Information accuracy,	Chapter 13 , Page 271-272 Successful Service operations management by Cengage learning http://www.inc.com/articles/2005/03/markdowns.html .	Accuracy in information and every bit is important in business. Opportunity cost and how stock out is a big cost.
<u>12</u>		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.
<u>13</u>		Off Shoring and Outsourcing: Contract Risk, Pricing Risk, Pricing in services , How to build pricing strategy, Pricing methods, Off Shoring and Outsourcing: Information privacy risk, Off shoring and competitive risk	Managing Services Operations : Page 332-336, Managing Services Operations : Page 134-151, The Empire strikes Back,	Explain outsourcing as a concept. Explain strategies of outsourcing. How scalability is possible in this era with outsourcing.



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B. Practical Approach: Other activities

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Case study (current affairs)	Classification of services, Distinctive Characteristics of Services, Critical factors for success of services business.	Reading between the lines and appreciating the changes in business approach	Chapter Two of Services management Page 17-29
2	Academic Projects			
3	Group Discussion	Off-shoring & outsourcing	Decision making	
4	Role Play			
5	Industry Visit	Capacity Management	Optimizing utilization	
6	Business Quiz / Business News sharing			
7	Videos / Simulation			
8	Use of Software and Labs			
9	Any other activity	Presentations	Effective communication	

C. Innovative pedagogy adopted:

Prepared by:
Faculty

Reviewed by:
Specialisation

Approved by:
ADC

Date:

Date:

Date:



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D. Attainment:

	CO1	CO2	CO3		
PO1					
PO2					
PO3					

Comments / Suggestions / Recommendations:

Suggestions (if any) to students on subject related Certificate/Diploma or Add-on program: -

Signature of Faculty

Signature of the Co-ordinator / ADC