



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS)
Academic Year (2020-2021)

Programme: MMS (HOM) Semester: III Period: Aug'20 – Dec'20
Course Code: MMS-
Name of the subject: **Service Operations Management**
Maximum marks: 100 (60+40) No. of Sessions: 14 (Total 40 hrs)

Name of the Faculty: Dr. Nitin Joshi
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Program Outcomes (PO)

1. Nurture leadership skills, team-membership skills and mutual trust.
2. Demonstrate decision-making ability.
3. Ability to develop culture of technology-usage.
4. Inculcate social sensitivity among students.
5. Integrate and apply business knowledge and management techniques for problem-solving / analytical skills.

Course Outcomes (CO)

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.

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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A. Plan:

Se ssi on No	Plan ned Dat e	Topic	Ref. Study Material	Course Outcomes
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.
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.
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.
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		Mixed linear Integer programming for location selection. Internal Test	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	Know how to calculate people efficiency and get the number for the jobs



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			management by Cengage learning	
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.
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.
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.
11		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 .	Importance of accuracy in information and every bit is important in business.
12		Inventory Management , Phantom stock outs Internal Test	https://faculty.fuqua.duke.edu/~lc91/More/papers/Chen_Inspection_2014.pdf	Opportunity cost and how stock out is a big cost.
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.



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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.
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

B. Practical Approach: Other activities

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play	Services process improvement	Observation skills to be worked upon	
3	Group Discussion	Inventory management	Change your lenses	
5	Academic Projects	Small projects from learning perspective within the institute.	Academic Projects	
6	Business News sharing	Every Session	Updated & current info on the Topic	
7	Videos	Topic no 11 & Topic No : 13	Holistic Industry perspective	
8	Use of IT Labs	Nil	Nil	
9	Workshop	Nil	Nil	
10	Student Presentation of Select Topic	As per allocation	Self Learning & improving Presentation skills	

C. Innovative pedagogy adopted:

Prepared by:
Faculty
Date:

Reviewed by:
Specialisation
Date:

Approved by:
ADC
Date



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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.

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