

Service Operations Management- I

1. **Services** Characteristics of Services, Importance of Service Sector, Classification framework, Service Delivery System – Process Flow Diagrams, Process Simulation,

2. **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, Mathematical Solution Methods for delivered services, Site Selection for Quasi- Manufacturing Services – Mixed Linear / Integer Programming for Location Selection

3. **Yield Management:** 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.

Books

1. Service Operations Management: Improving Service Delivery by Prof Robert Johnston(Author), Graham Clark(Author), Michael Shulver(Author)