

MNG 402E

MANAGEMENT OF SERVICE OPERATIONS

Credit: 4, Class Hours: 40

Course Objective: This Course aims at acquainting the students with Decision Making in Planning, Design, Delivery, Quality and Scheduling of Operations including Field Service Operations.

Module-I: Difference between Manufacturing and Service Operations, Service Operations Characteristics, Different Pure Service Organizations and their peculiarities, Field Service and its impact on manufacturing organizations.

Module-II: Field Service and Customer satisfaction., nature of services, Service classification, Service package, distinctive characteristics of service operations; The strategic service concept, Classifying services for strategic insights, Understanding competitive environment of Services, Service objectives and goal formulation.

Module-III: Service organization: In house Vs. Outsourcing, Centralized Vs. Decentralized, Competitive service strategies, winning customers in the market place, Creating Customer Connection, Enhancing customer satisfaction, Service Operations as Profit Centre.

Module-IV: Field Service Organization, Field Service Inventory Management, Field Technical Support Service, Integrating Field Service with Information Technology, Field Service Effectiveness Evaluation, Field Service and Customer Relations Management; Defining service quality, Measuring service quality –SERVQUAL, Bench marking, Scope of service quality, Quality service by design – incorporating quality in the service package, Taquchi method, Poka Yoke, QFD, Achieving service quality – cost of quality, tools for achieving service quality, Deming's 14 point program.

Module – V: The concerned faculty shall have the liberty to define the course contents under this module and teach students accordingly.

Reference Book:

1. Service Management and Operations, Haksever, Render, Rumel;Pearson
2. Service Management operations Strategy,FitSimmons and Fizsimmons TMH