

Course Code	21MGH402T	Course Name	SERVICES SCIENCE AND SERVICE OPERATIONS MANAGEMENT	Course Category	H	HUMANITIES & SOCIAL SCIENCES	L	T	P	C
							3	0	0	3

Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Faculty of Management	Data Book / Codes / Standards			Nil

Course Learning Rationale (CLR):		Program Outcomes (PO)												Program Specific Outcomes		
The purpose of learning this course is to:		1	2	3	4	5	6	7	8	9	10	11	12			
CLR-1:	expose the new field of study called service science and role of service sector in economic development	Engineering Knowledge	Problem Analysis	Design/development of solutions	Conduct investigations of complex problems	Modern Tool Usage	The engineer and society	Environment & Sustainability	Ethics	Individual & Team Work	Communication	Project Mgt. & Finance	Life Long Learning	PSO-1	PSO-2	PSO-3
CLR-2:	design service products and organization with technology applications															
CLR-3:	deliver the quality services to the customers by increasing the productivity															
CLR-4:	planning of service capacity by managing the demand and waiting lines															
CLR-5:	aware of managing the service projects and globalization of services															
Course Outcomes (CO):		At the end of this course, learners will be able to:														
CO-1:	apply service science and services operations in competitive environment	-	3	-	-	-	-	3	-	-	3	-	-	-	-	2
CO-2:	develop new service related products and organization with technical support	3	-	3	3	-	1	1	-	-	-	3	-	-	-	2
CO-3:	offer quality services to their customers by focusing various productivity improvement based strategies	-	-	-	-	3	1	-	1	2	2	2	2	-	-	2
CO-4:	handle the different capacities in service organizations without creating lose	-	1	2	-	3	-	-	1	2	-	-	-	-	-	2
CO-5:	get confidence to take up service based projects in both domestic as well as global level	-	-	-	2	-	-	-	-	2	-	3	3	-	-	2

Unit-1 - Service – Definition	9 Hour
Characteristics, Stages of economic development, Role of services in economy, Experience economy, Service science, Service dominant logic, Service systems, Service operations, Open system view of service operations, Service package, Strategic service vision, Competitive service strategies, Strategic analysis, Sustainability in services, Competitive role of information in services	
Unit-2 - New Service Development	9 Hour
Innovation in services, Service blueprinting, Service process design, Service system design, Service facility design and layout, Strategic location considerations, Service process analysis, Service encounter triad - Service organization, Contact personnel and Customer, Service profit chain, Technology in service encounter	
Unit-3 - Service Quality Dimensions	9 Hour
Measuring service quality – SERVQUAL gap model, walk through audit, Service quality by design, achieving service quality, Quality and productivity improvement process, Quality tools, Benchmarking, Improvement programs	
Unit-4 - Strategies	9 Hour
Strategies for managing service demand and service capacity, Forecasting service demand, Forecasting models – Subjective models, Causal models and Time-series models, Yield management and its application, Queuing systems, Essential features of queuing systems	
Unit-5 - Managing Service Projects	9 Hour
Characteristics of project, Project management – Principles, Process, and Building team, Selecting the project manager, Roles and responsibilities of project manager, Techniques for project management – PERT, CPM and Gantt charts, Monitoring project performance, Globalization of services, Global service strategies, Domestic growth and expansion strategies, Franchising	

Learning Resources	1. Fitzsimmons & Fitzsimmons, <i>Service Management: Operations, Strategy, Information Technology</i> , McGraw Hill publications (9th edition), 2019	4. Reason, Ben, and Lovlie, Lavrans, (2016) <i>Service Design for Business: A Practical Guide to Optimizing the Customer Experience</i> , Pan Macmillan India
	2. Wilson, A., Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2012). <i>Services marketing: Integrating customer focus across the firm</i> . McGraw Hill.	5. Chesbrough, H. (2010). <i>Open services innovation: Rethinking your business to grow and compete in a new era</i> . John Wiley & Sons
	3. Lovelock, C. (2011). <i>Services Marketing</i> , 7/e. Pearson Education India	

Learning Assessment							
	Bloom's Level of Thinking	Continuous Learning Assessment (CLA)				Summative Final Examination (40% weightage)	
		Formative CLA-1 Average of unit test (50%)		Life-Long Learning CLA-2 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	20%	-	20%	-	20%	-
Level 2	Understand	20%	-	20%	-	20%	-
Level 3	Apply	20%	-	20%	-	20%	-
Level 4	Analyze	20%	-	20%	-	20%	-
Level 5	Evaluate	10%	-	10%	-	10%	-
Level 6	Create	10%	-	10%	-	10%	-
	Total	100 %		100 %		100 %	

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Expert Member from TCS		
1. Mr. Magesh, Senior Director, Ascendion Engineering Pvt. Ltd., Bengaluru Magesh.M@ascendion .com	1. Dr. Kunal K. Ganguly, Professor, Indian Institute of Management, Kashipur; kunal.ganguly@iimkashipur.ac.in	1. Dr. R. Arivazhagan, SRMIST.
2. Mr. Eugene. J.AGM – Quality, Wheels India Pvt. Ltd., Chennai; Eugene_joseph73@yahoo.co.in	2. Dr. T. S. Edwin, Associate Professor, Presidency University, Bengaluru; Edwin.t@presidencyuniversity.in	2. Ms. K. Kavitha,, SRMIST