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| **PROGRAM** | **Master of Business Administration** |
| **SEMESTER** | **IV** |
| **COURSE TITLE** | **Management of Services** |
| **COURSE CODE** | **04MB0433** |
| **COURSE CREDITS** | **3** |
| **COURSE DURATION** | **42** |

**COURSE OUTCOMES:**

Students should be able to understand:

* Understand The role of services in an economy.
* Designing the service enterprise to support the competitive strategy.
* Illustrating the day-to-day operations in Management of Service.
* Assessing the Quantitative models for service management.
* Examining how management of forecasting demand for service can be done.

**COURSE CONTENTS:**

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| **Unit No** | **Unit / Sub Unit** | **Sessions** |
| **I** | The Role of Services in an Economy, The Nature of Services, Service Strategy, New Service Development | 10 |
| **II** | Technology in Services, Service Quality, Supporting Facility and Process Flows, Process Improvement | 8 |
| **III** | The Service Encounter, Service Facility Location, Managing Capacity and Demand, Managing Waiting Lines | 8 |
| **IV** | Service Supply Relationships, Globalization of Services, Managing Service Projects | 8 |
| **V** | Capacity Planning and Queuing Models, Forecasting Demand for Services, Managing Service Inventory. | 8 |

**EVALUATION:**

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

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| --- | --- | --- |
|  | **Component** | **Weightage** |
| A | Continuous Evaluation Component (Assignments / Quizzes / Class Participation etc.) | 20% (C.E.C.) |
| B | Internal Assessment | 30% (I.A.) |
| C | End-Semester Examination | 50% (External Assessment) |

**SUGGESTED READINGS:**

**Text Books:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No** | **Author/s** | **Name of the Book** | **Publisher** | **Edition and Year** |
| **T-01** | James A. Fitzsimmons  Mona J. Fitzsimmons | Service  Management | McGraw Hill | 7th Ed. |
| **T-02** | C. Haksever, Render B., Russel S. R. and Murdick R. G. | Service Management and  Operations | Prentice Hall | 2nd Ed. 2007. |

**Reference Books:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sr. No** | **Author/s** | **Name of the Book** | **Publisher** | **Edition and Year** |
| R-01 | James A. Fitzsimmons  Mona J. Fitzsimmons | Service  Management | McGraw Hill | 7th Ed. 2010 |
| R-02 | Stickdorn,  Marc  and  Schneider,  Jakob | Service  Design  Thinking | Wiley | 2012 |
| R-03 | C. Haksever, Render B., Russel S. R. and Murdick R. G. | Service Management and  Operations | Prentice Hall | 2nd Ed., 2007. |
| R-04 | Palmer, Adrian | Principles of services marketing | McGraw-Hill | 2008 |