

SERVICES OPERATIONS MANAGEMENT



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Description

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UNIT I INTRODUCTION 9

Services – Importance, role in economy, service sector – growth; Nature of services -Service classification , Service Package, distinctive characteristics , open-systems view; Service Strategy – Strategic service vision, competitive environment, generic strategies, winning customers; Role of information technology; stages in service firm competitiveness; Internet strategies - Environmental strategies.

60

UNIT II SERVICE DESIGN 9

New Service Development – Design elements – Service Blue-printing - process structure – generic approaches –Value to customer; Retail design strategies – store size – Network configuration ;

Managing Service Experience –experience economy, key dimensions ; Vehicle Routing and Scheduling

UNIT III SERVICE QUALITY 9

Service Quality- Dimensions, Service Quality Gap Model; Measuring Service Quality –SERVQUAL -

Walk-through Audit; Quality service by design - Service Recovery - Service Guarantees; Service

Encounter – triad, creating service orientation, service profit chain; Front-office Back-office Interface – service decoupling.

UNIT IV SERVICE FACILITY 9

Services capes – behaviour - environmental dimensions – framework; Facility design – nature,

objectives, process analysis – process flow diagram, process steps, simulation; Service facility layout;

Service Facility Location – considerations, facility location techniques – metropolitan metric, Euclidean, centre of gravity, retail outlet location , location set covering problem

UNIT V MANAGING CAPACITY AND DEMAND 9

Managing Demand – strategies; Managing capacity – basic strategies, supply management tactics,

operations planning and control; Yield management; Inventory Management in Services– Retail

Discounting Model, Newsvendor Model; Managing Waiting Lines –Queuing systems, psychology of waiting; Managing for growth- expansion strategies, franchising , globalization

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