

JSPM213: SERVICE OPERATIONS MANAGEMENT

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CREDIT - 3

Course workload

Using the table below, indicate the expected student workload for this Course.

Contact Hours	Group Work/ Supervised Learning Hours	Directed Learning Hours	Total Hours
24	12	54	90

Learning Outcomes for the Course

- Understanding the nature of services and aligning service strategy to competitiveness.
- Managing demand and capacity in service organizations.
- Designing Service processes, process selection and service facility layout.
- Measuring service quality - SERVQUAL model.
- Managing waiting lines in service organizations.
- Managing inventory in services set-up.
- Understanding “Project Management” in service organizations.

TOPICS COVERED

- Understanding the nature of services
- Designing service strategies to achieve and retain competitiveness
- Understanding and improving service productivity
- Capacity Planning, Facilities layout, Automation in services
- Managing demand and capacity in services
- Dimensions of Service Quality, E-S-QUAL Model, Service Supply Chain
- Process and Service Quality Control
- Service Quality, Guarantee and Recovery
- Inventory Management in Service Supply Chain
- Transportation and Routing Problems, Waiting line models, Project Network
- Concept of Project Management in Services
- Critical Path of the Project, Crashing Methods

For additional details, visit : <https://jagsom.edu.in/careertrack/>

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