

COURSE OUTLINE

Name of Course & Course Code

SERVICE OPERATIONS MANAGEMENT (JSPM211)

SECTION 1 – GENERAL INFORMATION

1.1 Course Faculty

Faculty	Dr. Rajesh Kumar
Co - Faculty	

1.2 Level

Tick applicable Level

Level 1	Level 2	Level 3
	✓	

1.3 Course Weight

Indicate the credit point weighting of this Course

Course credit points

3

1.4 Course workload

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

Contact Hours	Suggested equivalent Coursera Course Hrs	Directed Learning Hours	Total Hours
24	12	54	90

1.5 Delivery mode

Tick all applicable delivery modes for the subject:

☒ Face to face on site

☐ E-learning (online)

☐ Blended (provide details)

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1.6 Pre-requisites required for the Course, if any

Yes ☐ No ☒

If YES, provide details of the prerequisite(s) below:

1.7 Other resource requirements

Do students require access to specialist facilities and/or equipment for this subject (for example, special computer access, and physical education equipment)?

Yes ☐ No ☒

If YES, provide details of specialist facilities and/or equipment below.

1.8. Linkage to Career Goals

Please fill the details

Service Process Management is a very relevant course of recent times since the country is set to become the 'Service Hub of the World'. This is an introductory course that exposes management graduates to the "World of Services." Students will learn about:

- The service industry and its various functions.
- How different tools and techniques which were once applied solely to manufacturing, are now used extensively in services industries?

1.9. Alignment with Learning Goals and Learning Objectives

Aligned to:

Aligned to GLG 6: Functional Knowledge LO 6.1: Knowledge of Business Function.

Where Assessed:

End Term Exams

1.10. Linkage to Multiple Intelligences

Tick all applicable options

- ☐ Verbal-Linguistic
- ☒ Logical-Mathematical
- ☐ Spatial Visual
- ☐ Bodily-Kinesthetic
- ☐ Musical
- ☐ Interpersonal

- ☐ Intrapersonal
- ☐ Naturalist

1.11. Linkage to IDEAS Framework

Tick all applicable options

- ☐ Innovation
- ☐ Design Thinking
- ☐ Entrepreneurial Attitude
- ☐ Automation
- ☒ Solutioning

SECTION 2 – ACADEMIC DETAILS

2.1 Learning Outcomes for the Course

Learning outcomes for Course (Use Bloom's Taxonomy as applicable)

- 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.

2.2 Assessment

(Add Rows as required)

Assessment task		
Type *	When assessed – Session/Week	Weight
Class Participation or Quiz		10%
Activities		20%
Final Presentation to Service Organization Executives		10%
Mid-term Exam	Mid-term Exam	20%
End-term Exam	End-term Exam	40%
Eligibility for Endterm Exam	Mandatory to complete all the Coursera related courses and guided projects mentioned in the modules.	

2.3 Session Wise Details

(Add Modules as Required)

Module 1

Objectives:

Module 1: Introduction Learning Objectives <ul style="list-style-type: none">Understanding the nature of services Designing service strategies to achieve and retain competitiveness				
Session	Topic	Pedagogy	Pre-session Readings	ESG Inclusion
1	<ul style="list-style-type: none">Understanding the Nature of ServicesService Dominant LogicDistinctive Characteristics of Service OperationsService Design, Development and AutomationSocial equity and ethical service practices	Classroom Discussion		✓
2	<ul style="list-style-type: none">New Service DevelopmentService Design ElementsService EncounterThe Service Encounter Triad	Classroom Discussion		

Module 2

Objectives:

Module 2: Planning Strategic use of Resources Learning Objectives <ul style="list-style-type: none">Understanding and improving service productivityCapacity PlanningManaging demand and capacity in servicesAutomation in servicesFacilities layout Coursera Course: Post Module 2: https://www.coursera.org/learn/healthcare-marketing-hospitality-management (6 Hrs) To be completed before mid-term exam. Coursera Guided Project 1) Guided Project: https://www.coursera.org/projects/create-process-map-using-canva (0.6 Hrs) 2) Guided Project: https://www.coursera.org/learn/identify-ux-opportunities-service-blueprints-miro (0.6 Hrs)	
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Session	Topic	Pedagogy	Pre-session Readings	
			ACTIVITY 1 Service Transformation Process	
3-4	<ul style="list-style-type: none"> Service Productivity Measuring Productivity Data Envelopment Analysis 	Classroom Discussion	ACTIVITY 2 Service Process Flowchart	
5-6	<ul style="list-style-type: none"> Forecasting Demand for Services Capacity Planning Aggregate Planning in Services 	Classroom Discussion	ACTIVITY 3 Forecasting	
7	<ul style="list-style-type: none"> Managing volatility of demand Yield Management 	Classroom discussion		
8-9	<ul style="list-style-type: none"> Service Process Selection and Facilities Layout <ul style="list-style-type: none"> Servicescape Framework Process Analysis <ul style="list-style-type: none"> Type of processes: Volume-Variety Matrix Line Balancing Shared Workspaces Environmental impact of service automation and capacity choices 	Classroom Discussion		✓
10	<ul style="list-style-type: none"> Facility Location 	Classroom Discussion	ACTIVITY 7 Service Facility Location	

Module 3: Service Quality

Learning Objectives

- Dimensions of Service Quality
- E-S-QUAL Model
- Process and Service Quality Control
- Service Quality, Guarantee and Recovery

Session	Topic	Pedagogy	Pre-session Readings
11-12	Striving for Service Excellence: SERVQUAL; E-S-QUAL; GAP model in service design and delivery	Classroom Discussion	
13	Unconditional Service Guarantee / Managing Customer expectation Service Recovery	Classroom Discussion	The Power of Unconditional Service Guarantees; Christopher Hart

14	Service Improvement Techniques: <ul style="list-style-type: none"> • Five whys • 5S • Pareto Analysis • QFD 	Classroom Discussion	
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Module 4: Inventory and Supply Chain Management in Service Organizations Learning Objectives <ul style="list-style-type: none"> • Inventory Management in Service Supply Chain • Transportation and Routing Problems • Service Supply Chain • Waiting line models 				
Session	Topic	Pedagogy	Pre-session Readings	ESG Inclusion
15-16	<ul style="list-style-type: none"> • Inventory Management in Services • Order Quantity Models/ • Economic Order Quantity (EOQ) • Inventory Management under Uncertainty • ABC Inventory Classification • VED Inventory Classification 		ACTIVITY 5 Inventory Management	
17	<ul style="list-style-type: none"> • Newspaper Vendor Problem / Single-period Model for Perishable Goods • Retail Discounting Model 			
18-19	Supply Chain Management <ul style="list-style-type: none"> • Transportation Problems • Routing Problems – Dijkstra's Algorithm • Green logistics and sustainable supply chain practices. 	Classroom Discussions		✓
20	<ul style="list-style-type: none"> • Scheduling in Services • Appointment Systems / Reservations • Scheduling the workforce - Cyclical Scheduling 			
21-22	Waiting Lines <ul style="list-style-type: none"> • Strategies to manage queues • Queuing Systems 		ACTIVITY 6 Queuing Theory or Waiting Line Model	

Module 5: Project Management Learning Objectives <ul style="list-style-type: none"> • Concept of Project Management in Services • Project Network • Critical Path of the Project • Crashing Methods 	
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Coursera Guided Project https://www.coursera.org/learn/creating-budget-libre-calc (0.6 Hrs)				
Session	Topic	Pedagogy	Pre-session Readings	ECS Inclusion
23-24	<ul style="list-style-type: none"> Project Management Process / Constructing a Project Network Project Teams Work Breakdown Structure Critical Path, Resource Constraints Activity Crashing <p>Examples where service projects were aligned with environmental and social outcomes</p>			✓

2.4 Prescribed and recommended readings

Provide below, in formal reference format, a list of the prescribed and recommended readings for the subject.

Reference Text:

1. Bordoloi, Fitzsimmons, Fitzsimmons; Service Management: Operations, Strategy, Information Technology, McGraw Hill Education.
2. David W. Parker; Service Operations Management, Second Edition – The Total Experience; Edward Elgar Publishing Ltd; 2nd edition.

Activity File will be Shared Separately on LMS.