

Subject Code:1MS2020411

Subject Title: Management of Services

1. Course Objectives and Outline:

This course on services management has a core focus on the need of differential approach to manage the services as a product. It enables to explore the nature of services and its characteristics which needs unique set of product level strategies to manage. It further explores the role of internet and technology for the management of services.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)		Total
				University Assessment	Internal Assessment	
4	-	-	4	60 Marks	40 Marks	100 Marks

3. Syllabus

Module No.	Contents	Total Hours	Weight
1	Role of Services in Economy; Nature of Services – distinctive characteristics, Classifying Services; Service Strategy Understanding Competitive Environment for Services, Competitive Role of Information in Services, Virtual Value Chain	12	25%
2	New Service Development Service Design Elements, Service Blueprinting, Generic Approaches To Service System Design; Technology In Services, Technology In Service Encounter, Self Service Technology, Technological Innovations In Services; Managing Service Quality, Handling Service Encounter	12	25%
3	Service Facility location; The Supporting Facilities; Managing Services Projects, Service Supply Relationships	12	25%
4	Forecasting Demand for Services; Managing Capacity and Demand; Managing Waiting Lines; Capacity Planning and Queuing Models; Managing Facilitating Goods	12	25%

4. Course Pedagogy

The pedagogy of the subject involves Lectures, Role Plays, Case Discussions, Real life Business Scenarios. Students will be given group tasks and assignments.

5. Suggested Readings

a. Books

- 1 Service Management; by Fitzsimmons J. A., and Fitzsimmons M. J.; Tata McGraw-Hill
- 2 Service Management and Marketing; by Gronroos C.; Wiley India
- 3 Services Marketing; by Lovelock, Writz, Chatterjee; Pearson Education

b. Journals/Magazines

- Journal Service Marketing
- Journal of Services Research
- Journal of Services Management

6. Evaluation Scheme

Sr. No.	Component	Weight
1	University Examination	60%
2	Internal Assessment -Depending on the need and objectives of the subject, internal assessment should include minimum three of the following sub-components; <i>Class Test, Quiz, Assignments, Case Presentation, ClassParticipation, Projects, Team/Individual Assignments.</i> -The weightage of a sub-component should not exceed 50% of internal assessment component weight. -The bifurcation of sub-components shallbe communicated by the instructor before commencement of the academic sessions.	40%