

Branch Name:	MANAGEMENT
Program Code:	MS301
Course Name:	Management of Services
Course Code:	2MS3010801T
Pre-requisite Course:	Basic Understanding of Operations Management and Marketing Management. Analytical Ability and Qualitative Data Interpretation.

Course Objectives:

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.

1. Develop an understanding of those aspects of management and operations of particular importance to service producing as opposed to goods-producing organizations.
2. Encourage analytical think about all services that affect our lives. This is of particular importance to the world's post-industrial economies where service plays a profound role in wealth creation and accounts for many nations positive international trade balances.
3. Acquire practical tools for enhancing the performance of service-producing organizations.
4. Foster an active, constructively critical posture as consumers of services whose aim is to stimulate service providers to improve service quality. Gain an appreciation for the degree to which effective management of services requires a multi-functional operational perspective.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Mark s)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Subject Contents:

Sr. No.	Topics	Total Hours	Weightage (%)
1	Basics about services, Basic concept of services, Broad categories of services, Distinctions between services and goods; Services, Customer Behaviour in Service Encounter, Pre-purchase Stage, Service-Encounter Stage, Post-Encounter Stage, Customer Expectations and Perceptions of Services –Zone of Tolerance, Customer driven services marketing	12	20%
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	20%
3	Service Facility location; The Supporting Facilities; Managing Services Projects, Service Supply Relationships.	12	20%
4	Managing Capacity and Demand: Understanding Capacity, Demand Patterns, Strategies for Matching Capacity and Demands, Service	12	20%

	Quality: Services Quality, Gaps Model; Measuring and Improving ServiceQuality. Soft and hard measures of service quality Complaint handling and Service Recovery:Customer complaining behaviour, Customer responses to effective service recovery, Principles of effective service recovery		
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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

Journals/Magazines

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

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Contrast the approaches to service management in different countries.	1 Remember, 4Analyse
CLO2	Distinguish among a variety of types of service and goods.	3 Apply, 4 Analyse
CLO3	Specify the processes that consistently create higher quality service levels.	3 Apply, 4 Analyse
CLO4	Predict the impact of various levels of service on customer satisfaction.	2. Understand 6 Create
CL05	Assess how services levels within the value chain, especially when outsourced, impact achievement of organizational objectives.	2 Apply, 4 Analyse, 5 Evaluate

Mapping of CLOs with POs & PSOs

Course Learning Outcomes	Program Outcomes(POs)								Program Specific Outcomes(PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H	M		L	L	M	L	H	M	
CLO2	H	H	L	H		M				
CLO3	H	L	H			L		L		M
CLO4	H	H		H					H	
CLO5			H			H	M	H		

H: High, M: Medium, L: Low
