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| **EO- 301** | **SERVICE OPERATIONS MANAGEMENT** | **100** | **4** | **0** | **0** | **3** |

## UNIT-I:

Introduction – Goods Vs. Services – Definition of Services – Nature and characteristics of services – Classification of services – Services in Manufacturing Sector – The service-process matrix – Service Strategy – Competitive Service Strategies – Strategic Service Vision Globalization of Services: Service Management in the International Arena.

## UNIT-II:

Service Strategy and Competitiveness: Positioning and Marketing of Services -Technology and Its Impact on Services and Their Management - Design and Development of Services and Service Delivery Systems. Service Design: Introduction – New service design and development

* Design elements – Service system design and delivery process: Classification of Service Processes, Process Structure – Technology in Services – Product/Service Life Cycle on Performance Objectives.

## UNIT III

**Service Quality:** Defining Service Quality – Measuring Service Quality: SERVQUAL – Quality Service by Design – Service process control – Quality philosophy and performance excellence – Total Quality Management (TQM) tools: Seven Quality Control (QC) tools

## UNIT-IV

Service Facility: Service Facility Design – Service facility layout: Types, Process Analysis – Facility Location: Decision, Classification, Techniques - Human Resource Development for Services. - Locating Facilities and Designing their Layout. - Service Quality and Continuous Improvement.

## UNIT-V:

Managing Demand And Capacity: Managing Demand and Supply in Services- Forecasting Demand – Forecasting methods: Subjective or qualitative, Quantitative – Service Capacity: Factors, Elements Strategies – Service Inventory Management - Service Productivity and Measurement of Performance. - Management of Public and Private Non-profit Service Organizations.- Forecasting for Services.

## Text books:

* 1. B. Fitzsimmons, James A., and Mona J. Fitzsimmons, Service Management: Operations, Strategy, and Information Technology, 6th Ed., Irwin/McGraw-Hill, 2008.

## References:

* 1. **Cengiz Haksever, Barry Render, Roberta S. Russell & Robert G. Murdick,** Service Management and Operations, Pearson – Prentice Hall.
  2. C. Haksever, Render B., Russel S. R. and Murdick R. G., Service Management and Operations, 2nd Ed., Prentice Hall, 2007.
  3. 2. Robert Johnston, Graham Clark. Service Operations Management: Improving Service Delivery, Prentice Hall, 2012.

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| **EO- 302** | **QUALITY TOOLKIT FOR MANAGERS** | **100** | **4** | **0** | **0** | **3** |

**UNIT I**

**Introduction:** Evolution of Quality – Quality Definition and Contributions by Deming, Juran, Crosby, Feiganbaum, Ishikawa and Taguchi – Definition of quality management – Quality management Framework – Barriers or Obstacles for implementation of quality management – Cost of Quality

**UNIT II**

Quality Management Systems: Introduction – Benefits of ISO Registration – ISO 9000 series of Standards – ISO 9001 Requirements – Implementation – Documentation – Writing the Documents – Quality Auditing

**UNIT III**

Statistical Process Control: Introduction – Pareto Analysis – Cause and Effect Diagram – Checklist or Checksheet – Process Flow Chart – His gram – Scatter Diagram – Statistical Fundamentals such as Mean and Standard deviation – Chance and Assignable Causes – Control Charts for Variables – Process Capability Analysis such as Cp and Cpk– Control Charts for Attributes.

## UNIT IV

Tools And Techniques: Plan-Do-Check-Act (PDCA) Cycle – Quality Circles – Seven Management tools – Benchmarking – Quality Function Deployment (QFD) – Failure Mode and Effect Analysis (FMEA) – Taguchi Method

## UNIT V

SIX SIGMA: Evolution – TQM vs. Six Sigma – What is Six Sigma – Six Sigma methodologies Such as DMAIC, DFSS – Six Sigma Belts.

**TEXT BOOKS**

1. Besterfiled, et al., Total Quality Management, Pearson Education Asia, 3rd Edition, 2006.
2. Suganthi, L. and Samuel, A., Total Quality Management, Prentice Hall (India) Pvt. Ltd.

**REFERENCE BOOKS**

1. Evans, J.R. and Lindsay, W. M., The Management and Control of Quality, 6th Edition, South-Western (Thomson Learning), 2005.
2. Oakland, J.S., TQM – Text with Cases, Butterworth – Heinemann Ltd., Oxford, 3rd Edition, 2006.

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| **EO- 303** | **Pricing and Revenue Management** | **100** | **4** | **0** | **0** | **3** |

## UNIT I

Pricing and Revenue management: introduction, objectives, scope of pricing and revenue management – Role of Revenue Management – multiple customers management in revenue management.

## UNIT II

Pricing and Revenue management in Perishable management: concept of perishable goods – pricing methods of perishable goods - identify the cost- competition and consumer components of pricing – pricing as a component of the marketing mix -

## UNIT III

Revenue management in the seasonal demand: concept – objectives- methods of demand forecasting for seasonal demand – price determination under seasonal demand - management of seasonal demand flections and measures to control demand and price fluctuations.

## UNIT IV

Pricing and revenue management in service industry: concept of services – type of services – objectives- role and functions of services industry – Technical matching of demand and supply – pricing strategies in hotels, flights, overseas shipping, rental cars and transportation providers - customer value based pricing - the psychological foundations of pricing - value and use of pricing in a broader sense – Dynamic pricing.

## UNIT V

Revenue management for bulk and spot customers: concept of bulk customers – role of bulk customers in business promotion – pricing management and pricing strategies for bulk customers

– demand and supply – pricing in long and short term contracts – pricing in bulk contracts – spot market pricing.

## Reference:

1. David Walters. Operations Strategy, Palgrave Macmillan Publisher, 2015.
2. JA Van Mieghem and Gad Allon. Operations Strategy: Practices and Principles, Dynamic Ideas LLC 2nd edition, 2015.
3. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
4. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.

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| **EO- 304** | **OPERATIONS STRATEGY** | **100** | **4** | **0** | **0** | **3** |

## UNIT I

Introduction – Strategy: Definition, Levels – Operations and Strategy – Operations Management Vs. Operations Strategy – Four perspectives on Operations Strategy – Decision areas: Structural and Infrastructural – The Process of Operations Strategy

## UNIT II

Performance objectives: Introduction – Quality: Hard, Soft – Speed: Time – Dependability: Time – Flexibility: Type –Internal and external benefits – The Operations Strategy Matrix – Performance Objectives and Competitive Factors – Product/Service Life Cycle on Performance Objectives.

**UNIT III**

New approaches: Total Quality Management (TQM): Fit into Operations Strategy – Lean Manufacturing: Fit into Operations Strategy – Business Process Reengineering (BPR): Fit into Operations Strategy – Six Sigma: Fit into Operations Strategy.

**UNIT IV**

Decision areas – I: Capacity Strategy: Levels of capacity decision, Factors influencing the overall level of capacity, Location of capacity – Purchasing and Supply Strategy: Supply Networks, Do (Make) or Buy? the vertical integration decision.

## UNIT V

Decision areas – II Process Technology Strategy: Classification, Three dimensions of process technology – Improvement Strategy: Breakthrough Improvement and Continuous Improvement, The Importance – Performance Matrix.

**TEXT BOOKS:**

1. Nigel Slack, Michael Lewis, Mohita Gangwar Sharma. Operations Strategy, Pearson Education Limited, England, 5th edition, 2018.

**REFERENCE BOOKS:**

1. David Walters. Operations Strategy, Palgrave Macmillan Publisher, 2015.
2. JA Van Mieghem and Gad Allon. Operations Strategy: Practices and Principles, Dynamic Ideas LLC 2nd edition, 2015.