

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SEOQ08 MBM5SEOQ08 MFB5SEOQ06
Course Title	Operations Management in Services

Course Learning Outcomes (CLO):

At the end of the course, students will be able to:

1. Define service operations with strategic dimensions
2. Analyse service design processes and measure service quality
3. Explain various issues in managing service capacities
4. Examine innovative service operations

Syllabus

Teaching Hours

Unit I: Introduction to service operations <ul style="list-style-type: none"> • Present service scenario • Types of service processes • Service concept as a strategic tool • Site selection for services 	03
Unit II: Designing service processes <ul style="list-style-type: none"> • Designing the delivery system • Service blueprinting • Service quality measurement • Managing service experiences 	06
Unit III: Service capacity planning <ul style="list-style-type: none"> • Waiting line management • Yield management • Improving resource utilization 	04
Unit IV: Innovations in services operations <ul style="list-style-type: none"> • Innovative service start-ups • Technology driven services operations 	02

Suggested Readings:

1. Metters, R. D., Successful Service Operations Management, Cengage learning
2. Johnston, R., Clark, G., Shulver, M., Service Operations Management-Improving Service Delivery, Pearson
3. Russell, S.R., and Taylor, B., Operations and Supply Chain Management, Wiley Publication

4. Stevenson, W., Operations Management, McGraw hill
5. Bedi, K., Production & Operations Management, Oxford University Press

w.e.f. Academic Year 2019-20 and onwards