

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
SERVICE OPERATIONS MANAGEMENT

Objectives :

The key objective of this course is to acquaint the students with decision making in planning , design , delivery , quality and scheduling of service operations . The candidates are also expected to appreciate the role of service quality and operations in emerging services economy in India .

Contents:

Matrix of service characteristics ,Challenges in operations management of services ;Aggregate capacity planning for service ;Facility location and layout for services ; Job design – Safety and physical environment , effect of automation ;Operations standards and work measurement ; Measurement and control of quality of services ;Dynamics of service delivery system ; Scheduling of services personnel and vehicles ; waiting line analysis ; Distribution of services ;product support services ;Maintenance of services ; Inventory control for services ; Case studies on professional services .

Reference:

- 1.Collier david A , Service management :Operating decisions .Englewood cliffs, new jersey, Prentice Hall Inc , latest edition
- 2.Fitzsimmons ,James A ,and Sullivan ,Robert S. Service operations management ,New York, Mcgraw Hill
- 3.heskett ,James L,Service breakthroughs-changing the rules of the Game .New York , Free press, latest edition
4. Murdiek ,R G .etc Service operations management .Boston Allyn and bacon , latest edition