



Program	Master of Business Administration (MBA)	Semester - 3
Type of Course	Major	
Prerequisite		
Rationale	-	
Effective From A.Y.	2024-25	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab	Credit	Theory Marks		Practical Marks		Total Marks
				T	T	P	P	
4	-	-	4	50	30	-	-	150

SEE - Semester End Examination, T - Internal Theory, P - Internal Practical

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	SERVICES <ul style="list-style-type: none"> • Characteristics of Services • Importance of Service Sector • Classification framework • Service Delivery System • Process Flow Diagrams • Process Simulation • Site Selection for Services • Types of Service Firms – Demand Sensitive Services, Delivered Services, Quasi-manufacturing • Services Site Selection for Demand Sensitive Services • Factor Rating, Regression, GIS, Gravity Model of Demand • Site Selection for Delivered Services – Expected Results 	15	25
2	Mathematical Solution Methods <ul style="list-style-type: none"> • Mathematical Solution Methods for delivered services • Site Selection for Quasi- Manufacturing Services • Mixed Linear / Integer Programming for Location Selection • Yield Management • Capacity Strategies, Yield Management, Overbooking • Allocating Capacity – Static Methods, Nested Static Methods • Dynamic Methods • Pricing • Implementation issues – Alienating Customers, Customer Class Cheating • Employee Empowerment • Cost and Implementation Time 	15	25
3	Inventory Management in Services	15	25



Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
	<ul style="list-style-type: none"> Inventory Management in Services Services versus Manufacturing Inventory Set Up and Ordering Costs Number of Products Limited Shelf Space Lost Sales versus Back Orders Product Substitution Demand Variance Information Accuracy The Newsvendor Model Multiple Products and Shelf Space Limitations Inventory Inaccuracy –Revenue Sharing Markdown Money, Ph Phantom Stockouts, Inventory Inaccuracy, Shrinkage 		
4	Offshoring and Outsourcing <ul style="list-style-type: none"> Offshoring and Outsourcing Outsourcing – Contract risk Outsource Firm Risk and Pricing Risk Competitive Advantage and Information Privacy Risk Firm Specific Risks Offshoring, Quantifying Offshoring, Offshoring and Competitive Capabilities – Cost, Non-cost Issues. 	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy

Level	Remembrance	Understanding	Application	Create
Weightage	25	25	25	25

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes

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

CO1	Understanding Service Characteristics and Sector Importance.
CO2	Learning Site Selection and Service Operations Management.
CO3	Developing skills in managing service capacity and inventory.
CO4	Apply the principles, tools and techniques of service design.

CO PO Mapping

CO	CO - 1	CO - 2	CO - 3	CO - 4
PO - 1	3	3	2	3
PO - 2	3	3	2	3
PO - 3	2	2	3	2
PO - 4	2	2	1	3
PO - 5	1	2	3	2



Reference Books

1.	Service management: Operations, Strategy, Information Technology (TextBook) By SanjeevBordoloi , James A. Fitzsimmons, Mona J. Fitzsimmons McGraw Hill Latest
2.	Service Operations Management: Improving Service Delivery By Johnston, R., and Clark, G Pearson Education Latest Edition