



**PARVATHANENI BRAHMAYYA  
SIDDHARTHA COLLEGE OF ARTS & SCIENCE**

*Autonomous*

Siddhartha Nagar, Vijayawada-520010

*Re-accredited at 'A+' by the NAAC*

**22 BA 405: Service Operations Management**

|                               |                  |                |     |
|-------------------------------|------------------|----------------|-----|
| Subject Code :                | <b>22 BA 405</b> | I A Marks      | 30  |
| No. of Lecture Hours / Week   | 05               | End Exam Marks | 70  |
| Total Number of Lecture Hours | 75               | Total Marks    | 100 |
| Practical Component           | 01 Hour/Week     | Exam Hours     | 03  |

**Course Objective:**

The course is to provide tools, framework and techniques for operational analysis and improvement, the text builds on the principles of operations management; examining the operations decisions that managers face in controlling their resources and in delivering services to their customers.

**Unit-I**

The service concept, Introduction to service operations management. Difference between Customer and Supplier relationships, Customer expectations and satisfaction, Managing supply relationships. [10]

**Unit-II**

Service delivery, Service processes, Service people, Resource utilization, Networks, Technology and information. [10]

**Unit-III**

Performance management, Performance measurement, linking operations decisions to business performance, and driving operational improvement. [10]

**Unit-IV**

Service strategy, Service culture, Operational complexity, and managing strategic change. [10]

**Suggested Readings:**

Textbooks:

1. Service Operations Management, Improving Service Delivery, 2nd Edition, Robert Johnston, Graham Clark
2. Service Operations Management, Richard Metters, Kathryn King-Metters, Madeleine Pullman, Thompson South-Western, 200

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