

Indian Institute of Technology Guwahati
Proposal for a New Course/ Revision of a Course

Course Number & Title: BM 669H & Service Operations Management	
L-T-P-C: 4-0-0-4	
Type of Letter Grading (Regular Letter Grades / PP or NP Letter Grades): Regular Letter Grades	
Kind of Proposal (New Course / Revision of Existing Course): New Course	
Offered as (Compulsory / Elective): Elective	
Offered to: Masters of Business Administration (MBA)	
Offered in (Odd/ Even / Any): Any	
Offered by (Name of Department/ Center): School of Business	
Pre-Requisite: NIL	
Preamble / Objectives (Optional):	
<p>Course Content/ Syllabus (as a single paragraph if it is not containing more than one subject. Sub-topics/ Sections may be separated by commas(,). Topics may be separated by Semi-Colons(;). Chapters may be separated by Full-Stop(.). While starting with broad heading, it may be indicated with Colon symbol before the topics. For example: Multi-variable Calculus: Limits of functions, Continuity)</p> <p>Role of service in economy; Nature of services; Service strategy; Service design; Service quality, continuous improvement; Service encounter; Service facility location; Forecasting demand models; Service supply relationship; Service supply network; Managing capacity, demand, waiting lines; Capacity Planning; Growth and service globalization; Service innovation; Learning mechanism in services.</p>	
Books (In case UG compulsory courses, please give it as "Text books" and "Reference books". Otherwise give it as "References".	
<p>Texts: (Format: Authors, <i>Book Title in Italics font</i>, Volume/Series, Edition Number, Publisher, Year.)</p>	
1.	Johnston, R., <i>Service operations management</i> , 5 th edition, Pearson, 2020.
2.	Bordoloi, S., Fitzsimmons, J., & Fitzsimmons, M., <i>Service management: operations, strategy, information technology</i> , 9 th edition, McGraw-Hill Education, 2018.