

NOC:Managing Services - Video course

COURSE OUTLINE

Service is the key economic engine for most developed countries and also for emerging economies like India. This course focuses on the interdisciplinary nature of Service Management seamlessly spanning Marketing, Operations, Technology and People Management. New Service Business Models will be explored that seek to balance People, Planet concerns with Profit objectives.

COURSE DETAIL

Duration	Module 1	Module 2	Module 3	Module 4	Module 5	Module 6
Week 1	What is Service?	Evolving Service Markets	The Service Customers	Product Service Systems	The Service Act	Seamless Service
Week 2	Service Management Elements	Core Vs. Supplementary Services	Intangibility of Services	Variable Demand	Promotion & Customer Education	People Issues in Service
Week 3	Servicescape & Service Theatre	Servuction System	Managing Pre-purchase Expectations	Managing Post-purchase Perceptions	Customer Satisfaction Models	Customer Delight Models
Week 4	Positioning the Service Offering	Important Vs. Determinant attributes	Positioning & Brand Creation	Positioning Maps	Designing & Managing Service as a Process	Balancing Demand & Capacity
Week 5	Service Logistics & Service Channels	E-Services	Service Failure	Service & the New Media	Service Recovery	Integrating People & Process for Service Leadership
Week 6	Pricing Fundamentals	Pricing Fundamentals	Service Pricing	Service Pricing	Revenue Management	Revenue Management
Week 7	Managing Service Productivity	Managing Service Productivity	Developing the Relation Focused Service Excellence	Developing the Relation Focused Service Excellence	Customer as Co-creator	Customer as Co-creator
Week 8	Service Entrepreneurs	Service Professionals	Service Business Models	Service Business Models	Service Globalization	Creating Customer focused Service



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Management

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