

JYOTI NIVAS COLLEGE AUTONOMOUS

Programme: B.Com LSM

Semester: VI

SUPPLY CHAIN MANAGEMENT IN SERVICE INDUSTRY

No. of Credits: 4

No. of Hours: 60

COURSE OBJECTIVES:

- To understand fundamental supply chain management concepts in service industry.
- To apply knowledge to evaluate and manage an effective supply chain in service industry.
- Understand the foundational role of logistics.

LEARNING OUTCOMES:

- The outcome of this course is to enable students to understand the concept of services.
- Students will know how to align the management of a supply chain with corporate goals and strategies in Service sector and service supply chains.
- Students can analyze and improve supply chain processes in service marketing mix, process enablers and service strategies.
- Students will know the importance of service quality and also to evaluate service performance.

UNIT 1: INTRODUCTION TO SERVICES

12 HRS

Nature of Services; Characteristics of Services – Intangibility, Inconsistency, Inseparability, and Inventory; Search, Experience and Credence Attributes; Classification of Services; Consumer versus Industrial Services. Global and Indian Scenario in services sector: Importance of Services Marketing; Every business a service business; Service as key differentiator for manufacturing industries, Overview of Service Industry.

UNIT 2: SUPPLY CHAIN SERVICES

14HRS

Introduction to the 7 Ps of Services Marketing Mix; Product-Service, Continuum; Standalone service, Products; Service products bundled with tangible products; Service supply chain-concept, service supply chain Vs Manufacturing supply chain, Service Life Cycle. Service Chain Management- concepts, Management Components of SCM in services.

Procurement and Distribution: Procurement and Distribution Strategies for Services; Challenges in Procurement and Distribution of Services; Role of Internet in Procurement and Distribution of Services.

UNIT 3: SERVICE PROCESS ENABLERS

14 HRS

Human Resource Factor: The key role of service employees in a service business; Service profit

chain, Concept of Service encounter – Moment of Truth; Training and development of employees; Motivation and empowerment Service as Process: Service as a process & as a system - Different process aspects and managerial challenges - Strategies for managing inconsistency – Customer role in services - Customers as ‘co-producers’; Self Service Technologies, – Customer Service in Service Marketing , B2B Model.

UNIT 4: STRATEGIC SOURCING SERVICES

10 HRS

Sourcing strategy- The Role of Sourcing in Supply Chain, Supplier Scoring & Assessment, Sourcing Planning & Analysis, Making Sourcing decisions in Practice. Costing and Revenue Management Strategy; Applying technology to service settings, E-services.

Strategic Sourcing Services- concepts, competitive advantages, process, strategic sourcing Vs Procurement.

UNIT 5: SERVICE QUALITY & SUPPLY CHAIN PERFORMANCE MEASUREMENT

10 HRS

Monitoring and Measuring customer satisfaction, Order taking and fulfillment; Service Guarantee - Handling complaints effectively; Defects, Failures and Recovery. Concept and Importance of quality in Services; How customers evaluate service performance, Service Quality Models; Supply Chain Performance Measurement. Qualitative and Quantitative Measures. Supplier’s Quality Management System (QMS)- concept, tools to measure supplier’s service quality.

SKILL DEVELOPMENT:

- Analyse the impact of efficient SCM on customer satisfaction.
- Provide an overview of the service industry involved in SCM.
- Map out the end to end processes within a service organisation.
- Explore various technologies relevant to the service industry.
- Identify areas for improving service quality through SCM enhancements.

BOOKS FOR REFERENCE:

- Supply Chain Management ----Sunil Chopra & Peter Meindl (PHI)
- Essentials of Supply Chain Management -Dr. R.P Mohanty & Dr. S.G. Deshmukh, Jaico student edition.
- Service Operations Management: Improving Service Delivery – Robert Johnston and Graham Clark
- Service Operations Management – Asish K Bhattacharyya
- Services Marketing: Concepts and Practices – Sanjay K Jain and Chhavi Sharma

Note: Latest edition of text books may be used.